संख्या 309/2023/1508/41–2023–237(सा0)/2022

प्रेषक,

प्रमुख सचिव,
उ0प्र0 शासन।

सेवा में,

महानिदेशक पर्यटन,
उत्तर प्रदेश,
लखनऊ।

पर्यटन अनुभाग **लखनऊः दिनांकः–27 मार्च, 2023**

विषयः– उत्तर प्रदेश पर्यटन नीति–2022 के प्रख्यापन के संबंध में।

उपर्युक्त विषयक शासनादेश सं0–588/2022/3956/41–2022–237(सा0)/2022 दिनांक 23.11.2022 के माध्यम से उत्तर प्रदेश में पर्यटन क्षेत्र की विविध सम्भावनाओं, बदलते परिदृश्य के दृष्टिगत उत्तर प्रदेश पर्यटन नीति 2018 को अवक्रमित करते हुये उसके स्थान पर उत्तर प्रदेश पर्यटन नीति 2022 प्रख्यापित की गयी है, जिसके साथ उत्तर प्रदेश पर्यटन नीति 2022 का अनुमोदित अंग्रेजी भाषा का ड्राफ्ट भी संलग्न किया गया है। उत्तर प्रदेश पर्यटन नीति 2022 में वर्णित अनुदान, लाभ, छूट तथा वित्तीय प्रोत्साहन निवेशकों/उद्यमियों को प्रदान किये जाने हेतु जारी शासनादेश व अधिसूचना के क्रम में उत्तर प्रदेश पर्यटन नीति 2022 के क्रियान्वयन हेतु विस्तृत आदेश जारी किया जा रहा है। तद्क्रम में अंग्रेजी भाषा में उत्तर प्रदेश पर्यटन नीति 2022 व हिन्दी अनुवाद में किसी प्रकार की विसंगति की स्थिति में अंग्रेजी भाषा ही मान्य होगी।

अतः उपरोक्त प्रस्तर–1 के क्रम में उत्तर प्रदेश पर्यटन नीति 2022 के परिचालन हेतु निम्नवत आदेश किया जाता है।

1. लक्ष्य

यह नीति पर्यटन हित धारकों के सभी स्तरों के बीच साझा समृद्धि की दिशा में निम्नलिखित लक्ष्यों की प्राप्ति के लिए प्रयासरत हैः–

- सर्वोत्तम पर्यटक अनुभव के लिए विश्व स्तरीय पर्यटक बुनियादी ढांचे के साथ नए अनुभवात्मक पर्यटन सेवाएं प्रस्तुत करके राज्य की पर्यटन क्षमता का दोहन।
- निजी क्षेत्र की भागीदारी को प्रोत्साहित करने और बनाए रखने के लिए निवेश–अनुकूल नीतियों और प्रक्रियाओं के साथ एक सुगम पारदर्शी माहौल प्रदान करना।
- राष्ट्रीय व अंतरराष्ट्रीय पर्यटकों को प्रदेश में आकर्षित किये जाने हेतु नए पर्यटन उत्पादों, आयोजनों और राज्य के अल्पतर सेवित गंतव्यों का वैश्विक स्तर पर विपणन और प्रोत्साहन किया जाना।
- स्थानीय जनमानस हेतु लाभकारी रोजगार या स्वरोजगार के लिए पर्यटन–विशिष्ट कौशल विकास और क्षमता के निर्माण हेतु विशेष परियोजनायें।

2. रणनीति

अपने उद्देश्य को प्राप्त करने के लिए विभाग ने निम्न उद्देश्यों का समुच्चय निर्धारित किया है–

- अल्प–ज्ञात क्षेत्रों में पर्यटन को प्रोत्साहित और विकसित करने के लिए उत्तर प्रदेश के विभिन्न भागों में फोकस पर्यटन स्थलों **(FTD-Focus Tourism Destination)** का विकास करना।
- उत्तर प्रदेश में पर्यटन के विषयगत क्षेत्रों का विस्तार करने के लिए निवेश को प्रोत्साहित करना और रोजगार पैदा करना।
- उच्च गुणवत्ता वाला पर्यटक–केंद्रित पारिस्थितिक तंत्र बनाने के लिए निजी और सार्वजनिक क्षेत्र के भागीदारों के बीच सहयोग स्थापित करना।
- उत्तर प्रदेश पर्यटन के लिए सरकार के लघु, मध्यम और दीर्घकालिक दृष्टिकोण को आगे बढ़ाने के लिए पर्यटन पारिस्थितिकी के व्यापक विकास पर जोर देना।
- आगंतुक पर्यटकों की गुणवत्ता और पहुंच बढ़ाने के लिए पर्यटन परिपथों में बुनियादी ढांचे और पर्यटन अवसरों को बढ़ाना।
- विभिन्न मंडलों/योजना क्षेत्रों में विकास को गति देने के लिए विकासशील गंतव्यों पर ध्यान केंद्रित करना और उन्हें आकर्षण के प्रमुख कारकों के रूप में क्रियाशील करना ।
- पर्यटन उत्पादों का विकास करना, जिसमें उत्तर प्रदेश के मुख्य क्षेत्रों से विशिष्ट पर्यटन उत्पादों को संचालित करने के लिए गांवों में उपलब्ध विशिष्टताओं **(Unique Selling Point)** की पहचान करना शामिल है।
- सोशल मीडिया हैंडलों, वेबसाइटों और मोबाइल एप्लिकेशनों **(Apps)** सहित सभी पर्यटन संबंधी बिंदुओं से मिले ग्राहक आंकड़ों के आधार पर सेवाओं और पर्यटन आपूर्ति प्रतिक्रियाओं को लक्ष्य करना।
- अल्पज्ञात पर्यटक आकर्षण केंद्रों **(Lesser Known Tourist Attractions)** पर कैरावेन पर्यटन, जल क्रीड़ा, साहसिक गतिविधियों जैसे नए पर्यटन उत्पादों और सेवाओं का विकास करना।
- प्रदेश के पर्यटन अवस्थापना सुविधाओं की कमी को दूर करने हेतु पर्यटन विभाग पर्यटन स्थलों पर विश्व स्तरीय सुविधाओं का सृजन करेगा। जिसमें निजी क्षेत्र की महत्वपूर्ण सहभागिता व भूमिका भी होगी।

3. <u>ध्येय</u>

नवीन पर्यटन नीति–2022 का ध्येय उत्तर प्रदेश के स्थानीय लोगों में समावेशी पर्यटन विकास की भावना लाना और उत्तर प्रदेश के जीवन्त शहरों, पर्यटन आकर्षणों, प्रकृति, वन्य जीव, साहसिक गतिविधियों, व्यंजन, विरासत, हस्तशिल्प और संस्कृति आदि में पर्यटन के अनुभवों का इष्टतम उपयोग करना है। प्रख्यापित पर्यटन नीति के मुख्य ध्येय निम्नवत् हैः–

- उत्तर प्रदेश में आने वाले पर्यटकों को राष्ट्रीय उद्यानों और वन्य जीव अभ्यारणों, पक्षी विहारों, नैसर्गिक सुरम्य स्थलों की तरफ आकर्षित करना।
- राज्य के भीतर सड़क, रेल और वायुमार्ग के माध्यम से सभी धार्मिक और सांस्कृतिक आकर्षणों के क्षेत्रीय सम्पर्क को बेहतर बनाना एवं इसके लिए सम्बन्धित विभागों के साथ समन्वयन।
- राज्य को एक प्रमुख सभा सम्मेलन, प्रदर्शनी, एक्सपो **(MICE)**गंतव्य के रूप में विकसित करना।
- उच्च गुणवत्तायुक्त पर्यटक अनुभव प्रदान करने के लिए प्रदेश में सार्वजनिक सेवा सुविधाओं के मानकों का स्तर बढ़ाना।

- वार्षिक कलेण्डर के अनुसार विभिन्न शहरों एवं प्रमुख पर्यटन स्थलों में आयोजनों और उत्सवों को प्रोत्साहित करना और उनका राष्ट्रीय और अंतराष्ट्रीय स्तर पर प्रचार करना।

4. प्रभावी अवधि

पर्यटन स्थलों के दूरगामी विस्तार को दृष्टिगत रखते हुए यह पर्यटन नीति, लागू होने की तिथि से आगामी 05 वर्षों हेतु प्रभावी होगी।

कोविड महामारी से आतिथ्य सत्कार/पर्यटन क्षेत्र में अत्यधिक प्रभाव पड़ा है। अतः प्रदेश में आतिथ्य सत्कार व पर्यटन क्षेत्र में निजी पूंजी निवेश आकर्षित किये जाने हेतु सकारात्मक उपायों की आवश्यकता है।

अतः दिनांक 01 फरवरी, 2018 के बाद पंजीकृत, निर्माणाधीन, अर्द्धनिर्मित, निर्मित व असंचालित इकाइयाँ जिन्होंने पर्यटन नीति 2018 के अन्तर्गत पंजीकरण कराया है, इस प्रस्तावित पर्यटन नीति के अंतर्गत अनुमन्य लाभ प्राप्त करने हेतु नियमानुसार अर्ह होगी।

पूर्व में लागू फरवरी, 2016 तथा फरवरी, 2018 की पर्यटन नीतियों के अन्तर्गत लाभ प्राप्त कर चुकी पर्यटन इकाइयों को विस्तारीकरण हेतु इस नीति के अन्तर्गत विस्तारीकरण की अनुमन्य सीमान्तर्गत लाभ प्राप्त होंगे।

फरवरी, 2016 से पूर्व निर्मित हेरिटेज भवनों, महलों, किलों अथवा अन्य वर्गीकृत प्राचीन भवनों **(Classified Old Buildings)** जिन्हें अनुकूली पुनः उपयोग **(Adaptive Re-Use)** के माध्यम से पर्यटन इकाइयों में रूपान्तरित किया जाएगा, को इस नीति के अन्तर्गत लाभ अनुमन्य किये जाएंगे। इन इकाईयों को वित्तीय प्रोत्साहन /अनुदान प्रदान किये जाने हेतु पात्रता का निर्धारण विभागीय स्क्रीनिंग समिति द्वारा निरीक्षणोपरान्त/ परीक्षणोपरान्त किया जायेगा। इस प्रकार के विशिष्ट श्रेणी के भवनों पर इस नीति के प्रभावी होने के उपरान्त आगामी 5 (पांच) वर्षों हेतु यह प्राविधान लागू होंगे जिन्हें शासन द्वारा इस आशय हेतु गठित समिति द्वारा विशिष्ट श्रेणी के भवनों का दर्जा प्रदान किया जायेगा।

5. निम्नलिखित पर्यटन गतिविधियों को पर्यटन नीति में पर्यटन/सत्कार इकाइयों की श्रेणियों का दर्जा प्रदान होगा–

1. बजट होटल **(Budget Hotel)**
2. हेरिटेज होटल **(Heritage Hotel)**
3. स्टार वर्गीकृत होटल्स **(Star Classified Hotels)**
4. हेरिटेज होम स्टे **(Heritage Home Stay)**, होम स्टे **(Home Stay)**, ग्राम स्टे/फार्म स्टे**(Rural-Agro Homestay)**
5. इको–टूरिज्म इकाईयां **(Eco Tourism Units)**
6. कैरावेन यूनिट **(Caravan Tourism Units)**, कैरावेन पार्किंग स्थल **(Caravan Parking Places)**
7. प्रदर्शनी/कॉन्फ्रेस/सम्मेलन केन्द्र/प्रेक्षागृह/सांस्कृतिक केन्द्र/सार्वजनिक म्यूजियम **(Convention Centre /MICE activities/ Cultural centers/Public Museums.)**
8. यात्री सुविधा केन्द्र/यात्री निवास/टूरिस्ट स्थलों पर मल्टीलेवल पार्किंग **(Pilgrims Dormitories/Pilgrims accommodations/Multilevel Parkings)**

9. रिसोर्ट **(Resort),** वेलनेस रिसोर्ट **(Wellness Resorts),** इको रिसोर्ट**(Eco Resort)**
10. सर्वऋतु/अस्थायी मौसमी शिविर **(All weather/Seasonal Camps),** स्थायी टेंटेड/तम्बू आवास **(Permanent Tented Accomodation/ Swiss Cottages)**
11. जलाशय/झील/नदी क्रूज पर्यटन इकाई **(Waterbodies/ Lake /River Cruise Tourism Unit)**
12. आरोग्य पर्यटन इकाई **(Wellness Tourism Units, Wellness Centres),** अंतरराष्ट्रीय योग ग्राम/प्राकृतिक योग चिकित्सा केंद्र **(International Yoga Center/ Naturopathy Centers)**
13. साहसिक पर्यटन परियोजनाएं **(Adventure Tourism Projects)**
14. थीम पार्क/शिल्प बाजार/शिल्पग्राम/मनोरंजन पार्क/वाटर पार्क **(Theme Parks/Craft Markets/Amusements Parks/Water Parks)**
15. ध्वनि और प्रकाश शो/लेजर शो **(Light and Sound Show/ Laser show)**
16. पर्यटन और आतिथ्य प्रशिक्षण संस्थान **(Tourism & Hospitality training Institutes)**
17. मार्गीय (वेसाइड) सुविधाएं/आधुनिक ढाबा **(Wayside Amenities)**
18. फ्लोटिंग होटल/फ्लोटिंग रेस्टोरेन्ट/रिवाल्विंग रेस्टोरेण्ट **(Floating Hotels/ Floating Restaurants/Revolving Restaurants)**
19. शिकारा/बजरा **(Houseboats)**
20. सार्वजनिक गोल्फ पर्यटन इकाईयाँ **(Public Golf Course Units -Open to All/ Non restricted)**
21. पर्यटन सेवा प्रदाता **(Tour & Travel Operators working for International inbound tourists)**
22. नई पर्यटन स्टार्टअप इकाई **(New Tourism Startup Units)**

<u>टिप्पणी:–</u>

– पर्यटन मंत्रालय, भारत सरकार के दिशानिर्देशों के तहत वर्गीकृत होटल/सितारा होटल और अन्य पर्यटन इकाइयां भी इस नीति के तहत रियायतें और प्रोत्साहन प्राप्त करने के लिए पात्र होंगी।

– केन्द्र/राज्य सरकार के पर्यटन विभाग द्वारा समय–समय पर यथा अधिसूचित पर्यटन संबंधी अन्य गतिविधियाँ भी इस नीति के अंतर्गत रियायतें एवं प्रोत्साहन प्राप्त करने के पात्र होंगी।

6. **नये पर्यटन गन्तव्यों का विकास–**

- **रामायण सर्किट**– अयोध्या, चित्रकूट, श्रृंगवेरपुर, बिजेथुआ महावीरन (सुलतानपुर), बिठूर (कानपुर) व अन्य।
- **कृष्ण–बृज सर्किट**– मथुरा, वृन्दावन, गोवर्धन, गोकुल, बरसाना, नन्दगांव, बलदेव मन्दिर (मथुरा), महावन (मथुरा) व अन्य स्थल (ब्रजतीर्थ विकास परिषद द्वारा चिह्नित)।
- **बुद्धिस्ट सर्किट**–कपिलवस्तु, सारनाथ, कुशीनगर, कौशाम्बी, श्रावस्ती, संकिसा, अतरंजी–खेड़ा (एटा), देवदह (महाराजगंज), रामग्राम (महराजगंज), अहिच्छत्र (बरेली) व अन्य।

- **वाइल्ड लाइफ एवं इको टूरिज्म सर्किट**– दुधवा नेशनल पार्क, पीलीभीत टाइगर रिजर्व, अमानगढ़ टाइगर रिजर्व बिजनौर, कतर्निया घाट (बहराइच), ब्लैकबक कंजर्वेशन रिजर्व मेजा इलाहाबाद, लायन सफारी पार्क इटावा, बखीरा सैंक्चुअरी, चन्द्रा प्रभा वाइल्ड लाइफ सैंक्चुअरी, हस्तिनापुर वाइल्ड लाइफ सैंक्चुअरी, कैमूर सैंक्चुअरी, कतर्निया घाट वाइल्ड लाइफ सैंक्चुअरी, किशनपुर वाइल्ड लाइफ सैंक्चुअरी, लाख बहोसी सैंक्चुअरी, महावीर स्वामी सैंक्चुअरी, नेशनल चम्बल वाइल्ड लाइफ सैंक्चुअरी, नवाबगंज बर्ड सैंक्चुअरी, पार्वती अरंगा बर्ड सैंक्चुअरी, पटना बर्ड सैंक्चुअरी, रानीपुर सैंक्चुअरी, समन सैंक्चुअरी, समसपुर सैंक्चुअरी, साण्डी बर्ड सैंक्चुअरी, सोहागीबरवा सैंक्चुअरी, सुहेलवा सैंक्चुअरी, सुरहाताल सैंक्चुअरी, विजयसागर सैंक्चुअरी, सेखा झील अलीगढ़, सूर सरोवर पक्षी विहार आगरा व अन्य स्थल जो उत्तर प्रदेश इको–टूरिज़्म बोर्ड द्वारा सम्मिलित किये जायें।
- **बुन्देलखण्ड सर्किट**– चरखारी, चित्रकूट, कालिंजर, झांसी, देवगढ़, ललितपुर, बांदा, महोबा, हमीरपुर, जालौन व अन्य।
- **महाभारत सर्किट**– हस्तिनापुर, काम्पिल्य, अहिच्छत्र, बरनावा, मथुरा, कौशाम्बी, गोण्डा, लाक्षागृह, हण्डिया (प्रयागराज), कीचकवध स्थल राठ (हमीरपुर) तथा विदुर कुटी (बिजनौर) व अन्य।
- **शक्तिपीठ सर्किट**– विन्ध्यवासिनी देवी, अष्टभुजा, काली खो विन्ध्याचल, पाटेश्वरी देवी देवीपाटन (बलरामपुर), कड़ावासिनी (कौशाम्बी), ललिता देवी (नैमिषारण्य), ज्वाला देवी (सोनभद्र), शाकुम्भरी देवी (सहारनपुर), शिवानी देवी (चित्रकूट), कात्यायिनी देवी (मथुरा), शीतला चौकिया धाम (जौनपुर), सीता समाहित स्थल (भदोही), अलोपी देवी, ललिता देवी, (प्रयागराज), विशालाक्षी देवी (वाराणसी), बेल्हादेवी, गायत्री शक्ति पीठ (सुमेरपुर), बैरागढ़ माता, कौंच (जलौन), चंडिका देवी, बक्सर (उन्नाव), कुष्माण्डा देवी घाटमपुर (कानपुर देहात), देवकली मंदिर (औरैया), माँ तरकुलहा देवी धाम (गोरखपुर), माँ शीतला माता स्थल (मऊ) व अन्य।
- **आध्यात्मिक सर्किट**–गोरखपुर, बलरामपुर, गाजीपुर–हथियाराम भरकुरा, गौरिया मथुरा, संतरविदास स्थल, मौनी बाबा चोचकपुर, पवहारी बाबा आश्रम (गाजीपुर), कीनाराम आश्रम (चंदौली), त्रिवेणी संगम, भारद्वाज आश्रम (प्रयागराज), घुइसरनाथ धाम (प्रतापगढ), भृगु ऋषि आश्रम (फतेहपुर), व्यासपीठ कालपी (जालौन), गोला गोकर्णनाथ (लखीमपुर खीरी), माँ परमेश्वरी देवी (आजमगढ), भृगु आश्रम बालेश्वर (बलिया), दुग्धेश्वर शिव स्थल (देवरिया), मखौडा धाम (बस्ती), शिव मंदिर श्रृंखला, बटेश्वर (आगरा), सोरों आश्रम (कासगंज), शीतला माता मंदिर (मैनपुरी), हनुमत धाम (शाहजहाँपुर), हनुमान मंदिर (शामली) व अन्य।
- **सूफी–कबीर सर्किट**–जायस अमेठी, मगहर संतकबीरनगर, सलीम चिश्ती दरगाह फतेहपुर सीकरी, देवा शरीफ बाराबंकी, दरगाह मारहरा शरीफ (एटा), दरगाह सूफी शाह शरीफ, दरगाह शफी शाह शरीफ (फिरोजाबाद), लहरतारा आश्रम, (कबीर जन्म स्थल वाराणसी), खानकाह–ए–नियाजिया (बरेली), किछौछा शरीफ (अम्बेडकर नगर) अमरोहा, बदाँयू व अन्य।
- **जैन सर्किट**–देवगढ़, हस्तिनापुर, वेहलना (मुजफ्फरनगर), बड़ौत (बागपत), बटेश्वर (आगरा), काम्पिल्य (फरूखाबाद), पार्श्वनाथ, श्रेयांसनाथ, सुपार्श्वनाथ, चन्द्रप्रभु मंदिर (वाराणसी), चन्द्रवार जैन मंदिर, बाहुबली जैन मंदिर (फिरोजाबाद) मंगलायतन जैन मंदिर, (हाथरस), अहिछत्र पार्श्वनाथ दिगम्बर जैन

मंदिर (रामनगर) व अन्य।

- **क्राफ्ट सर्किट**–मार्बल इनले एवं जरदोजी (आगरा), ग्लास क्राफ्ट (फिरोजाबाद), ग्लासबीड्स क्राफ्ट, पुर्दिल नगर मेटल वर्क, वाद्ययंत्र (हाथरस), तारकशी क्राफ्ट (मैनपुरी), पीतल क्राफ्ट (मुरादाबाद), पीतल क्राफ्ट एवं ताला (अलीगढ), वुडेन क्राफ्ट (सहारनपुर), मूढ़ा क्राफ्ट (हापुड़), हथकरघा, पिलखुवा (हापुड), बनारसी साड़ी, गुलाबी मीनाकारी, लकडी के खिलौने, स्टोन कारविंग (वाराणसी), जरी–वर्क (जौनपुर), पीतल के बर्तन (मिर्जापुर), पॉटरी उद्योग (चुनार), पीतल क्राफ्ट जखौरा (ललितपुर), पीतल क्राफ्ट अमरा (झाँसी), सिलवरफिश क्राफ्ट मौदहा (हमीरपुर), शजर पत्थर क्राफ्ट (बांदा), पेपर क्राफ्ट कालपी (जालौन), ग्लैज़्ड पोटरी (रामपुर), कालीन क्राफ्ट (अमरोहा), खुरज़ा पोटरी (बुलन्दशहर), कालीन क्राफ्ट (सम्भल), टेरा–कोटा (गोरखपुर) व अन्य ओ.डी.ओ.पी.(एक जनपद एक उत्पाद के अंतर्गत सम्मिलित क्राफ्ट निर्माण केन्द्र)।
- **स्वतंत्रता संग्राम सर्किट**–मेरठ, शाहजहाँपुर, काकोरी, बावन इमली (फतेहपुर), चौरी–चौरा (गोरखपुर), महुआ डाबर (बस्ती) व अन्य।

  नोटः– उपरोक्त परिभाषित व चिह्नित सर्किटों के अतिरिक्त प्रदेश के अन्य ऐसे पर्यटन स्थल**(Tourist Destinations)** जो कि पर्यटन सुविधाओं, आतिथ्य सत्कार इकाइयों से असेवित गंतव्य **(UnServed Destination)** हैं, वे भी नीति के अंतर्गत सभी अनुमन्य लाभ नियमानुसार प्राप्त कर सकेंगे। ऐसे असेवित गंतव्य **(UnServed Destination)** तथा उपरोक्त सर्किटों में शामिल किये जाने हेतु नवीन स्थलों/जनपदों की सूची विभाग द्वारा विभागीय वेबसाइट पर समय–समय पर प्रकाशित की जायेगी।

7. नीति में प्रस्तावित आर्थिक प्रोत्साहन, सब्सिडी और रियायतें

उत्तर प्रदेश पर्यटन विभाग के साथ पंजीकृत सभी स्टार केटेगरी होटल्स/रिसोर्टस व परिभाषित पात्र पर्यटन परियोजनाओं को आतिथ्य उद्योग **(Tourism Industry)** का दर्जा देकर परियोजनाओं को निम्नलिखित प्रोत्साहन/सब्सिडी/छूट प्रदान की जाएंगी।

- पर्यटन विभाग में पंजीकृत/वर्गीकृत होटलों से विद्युत शुल्क व्यावसायिक दरों के स्थान पर औद्योगिक दरों पर लिये जायेंगे।
- पर्यटन नीति में वर्णित सभी वर्गों/श्रेणियों के अन्तर्गत स्थापित होने वाली पर्यटन/सत्कार इकाईयों से नगर निगम व जल संस्थान की गृह कर **(Property Tax)** , जलमल कर **(Water sewarage Tax)** उद्योग की भांति ही देय होंगे।
- राज्य सरकार के द्वारा स्थापित एवं विकसित औद्योगिक क्षेत्रों एवं अन्य प्राधिकरणों के अन्तर्गत आवंटित औद्योगिक भूखण्डों पर होटल व रिसोर्ट का निर्माण अनुमन्य किया जायेगा एवं इन्हें उद्योग का दर्जा दिया जायेगा।
- पर्यटन नीति में वर्णित सभी वर्गों/श्रेणियों हेतु पूंजीगत अनुदान **(Capital Subsidy)** का निर्धारण :–

क्रम संख्या	निवेश लागत (रू0 करोड़ में)	सब्सिडी का प्रतिशत	अधिकतम देय धनराशि (रू0 करोड़ में)
1	रू0 10 लाख से 10 करोड़ तक	25	02
2	रू0 10 करोड़ से अधिक तथा रू0 50 करोड़ तक	20	7.5
3	रू0 50 करोड़ से अधिक तथा रू0 200 करोड़ तक	15	20

4	रू0 200 करोड़ से अधिक तथा रू0 500 करोड़ तक	10	25
5	रू0 500 करोड से अधिक	10	40

- **<u>पर्यटन इकाइयों को ब्याज सब्सिडी</u> (Interest Subsidy)**

  रू0 5 करोड़ (रुपये पांच करोड़) तक की बैंक ऋण राशि पर पात्र पर्यटन इकाईयां अधिकतम पांच साल की अवधि के लिए प्रति वर्ष ऋण राशि के 5 प्रतिशत दर से ब्याज सब्सिडी के लिए आवेदन कर सकती हैं जो अधिकतम रु0 25 लाख(पच्चीस लाख रुपये) होगा। बजट होटलों, कैम्पिंग इकाइयों, अस्थायी टेंट आवासों, होमस्टे आदि को ब्याज सब्सिडी का लाभ उठाने के लिए प्रोत्साहित किया जायेगा।

  <u>नोटः–</u> पंजीकृत पर्यटन इकाई ब्याज सब्सिडी अथवा कैपिटल सब्सिडी में से किसी एक अनुदान हेतु ही अनुमन्य होगी।

- **स्टाम्प ड्यूटी छूट (Stamp Duty Exemption)**

  पात्र पर्यटन इकाइयाँ इस नीति की संचालन अवधि के दौरान प्रथम भूमि के क्रय/लीज/ट्रांसफर पर स्टाम्प शुल्क और पंजीकरण शुल्क में 100 प्रतिशत छूट के लिए पात्र होंगी। पंजीकृत इकाई द्वारा यह छूट मात्र एक बार ही प्राप्त की जा सकेगी। उक्त छूट हेतु आवेदक को समकक्ष धनराशि के सापेक्ष बैंक गारण्टी, संबंधित जनपद के जिलाधिकारी के नाम प्रस्तुत की जानी आवश्यक होगी।

- **भू–उपयोग परिवर्तन और विकास शुल्क (Land use conversion & Development charges)**

  सभी नई और विस्तार कर रही पर्यटन इकाइयों के लिए भूमि उपयोग परिवर्तन और विकास शुल्क माफ किया जाएगा (लीजहोल्ड पर्यटन इकाइयों को विकास प्राधिकरण के उप–नियमों के अनुसार फ्रीहोल्ड की अनुमति दी जाएगी)। जिन पर्यटन इकाईयों की स्थापना ऐसे स्थलों पर की जा रही है, जहां बिजली, सड़क, पानी, सीवर, नाला(ड्रेनेज) आदि सुविधायें न हो, उक्त पर्यटन इकाईयों के उद्यमी से सभी वर्णित आवश्यकताओं का प्रबन्ध उद्यमी द्वारा स्वंय किया जायेगा, इस आशय का शपथ पत्र प्राप्त कर इकाई को भू–उपयोग परिवर्तन शुल्क और विकास शुल्क से पूर्ण छूट प्राप्त होगी।

- **रोजगार सृजन पर ई0पी0एफ0 सब्सिडी (EPF Subsidy)**

  50 से अधिक कर्मचारियों को रोजगार देने वाली इकाईयों को राज्य के अधिवासी श्रमिकों को नियोजित करने पर उन श्रमिकों के लिए 5 साल की अवधि तक ईपीएफ व्यय में नियोक्ता के योगदान का 100 प्रतिशत प्रतिपूर्ति की जाएगी।

- **दिव्यांग अनुकूल इकाइयों के लिए विशेष प्रोत्साहन**

  दिव्यांग श्रमिकों को रोजगार देने वाली इकाइयों को प्रति इकाई अधिकतम पांच श्रमिकों के लिए प्रति कर्मचारी रु0 1500/–(रूपये पन्द्रह सौ) प्रति माह की पे–रोल सहायता मिलेगी।

- **उत्तरदायी पर्यटन(Responsible Tourism) के लिए विशिष्ट प्रोत्साहन**

  प्राकृतिक संसाधनों का सुविचारित उपयोग एवं पर्यावरण संरक्षण की दृष्टि से कार्बन फुटप्रिण्ट कम करने वाली इकाइयों को यह सुविधा अनुमन्य होगी।

  i- पात्र पर्यटन इकाइयों को किसी मान्यता प्राप्त संस्थान/सलाहकार द्वारा जल संचयन/संरक्षण और पर्यावरण अनुकूल प्रथाओं जैसेः– हरित भवनों (**Green**

Buildings), सौर, अन्य नवीकरणीय ऊर्जा उपायों (**Renewable Energy Unit**) की ऊर्जा सम्परीक्षा करने की लागत का 75 प्रतिशत तक की प्रतिपूर्ति की जाएगी, जो प्रति इकाई अधिकतम रु0 01 लाख (रुपये एक लाख) तक होगी। यह धनराशि नीति की परिचालन अवधि के दौरान केवल एक बार दी जाएगी।

ii- सीवरेज उपचार संयंत्र की स्थापना की पूंजीगत लागत का 20 प्रतिशत अधिकतम रु0 20 लाख (रुपये बीस लाख) की प्रतिपूर्ति प्रदान की जाएगी। यह अनुदान प्रति वर्ष अधिकतम दो व्यक्तिगत इकाइयों को ही देय होगा।

iii- मान्यता प्राप्त एजेंसी जैसे–आईजीबीसी (**Indian Green Building Council**)/गृहा (**Green Rating Integrated Habitat Assessment**/एलईईडी(**Leadership in Energy and Environmental Design**) आदि से ग्रीन बिल्डिंग सर्टिफिकेशन प्राप्त करने वाली पर्यटन इकाई को 50 प्रतिशत, अधिकतम रु0 10 लाख (रुपये दस लाख) रुपये तक की प्रतिपूर्ति प्रदान की जाएगी।

iv- ग्लोबल सस्टेनेबल टूरिज्म काउंसिल **(GSTC)** की मान्यता प्राप्त एजेंसियों के माध्यम से प्रमाण पत्र प्राप्त करने वाले आवेदकों को 50 प्रतिशत की प्रतिपूर्ति, अधिकतम रु0 5 लाख (रुपये पांच लाख) तक प्रदान की जायेगी।

- **सूचना और संचार प्रौद्योगिकी (ICT-Information and Communication Technology) सक्षमता क लिए विशिष्ट प्रोत्साहन**

राज्य सरकार पर्यटन क्षेत्र में आईसीटी के उपयोग को बढ़ावा देने के लिए उत्तर प्रदेश में आयोजित अंतर्राष्ट्रीय और राष्ट्रीय स्तर के टूर व ट्रैवल मार्ट्स सम्मेलनों, प्रदर्शनियों और अन्य आयोजनों जिनमें डिजिटल प्लेटफार्म व नवीन सूचना प्रौद्योगिकियों का प्रयोग किया जायेगा, को विधिवत सुविधा और समर्थन देगी। इस तरह के टूर व ट्रैवल मार्ट्स के आयोजन के लिए राज्य स्तरीय समिति के अनुमोदन पर प्रति कार्यक्रम अधिकतम रु0 10 लाख (रुपये दस लाख) तक की वित्तीय सहायता प्रदान की जाएगी।

टूर व ट्रैवल ऑपरेटर्स ऑडियो/वीडियो गाइड तथा डिजिटल प्रचार–प्रसार सामग्री **(Digital Platform/Mobile app/website/ Metaverse)** आर्टिफिशियल इंटेलिजेन्स, रोबोटिक्स, वर्चुअल रियलिटी **(Artificial Intelligence, Robotics, Virtual Reality)** के निर्माण की लागत के 25 प्रतिशत या रु0 10 लाख (रुपये दस लाख), जो भी कम हो, की सीमा तक एक बार सहायता पाने के पात्र होंगे।

- **नवाचार विशिष्ट प्रोत्साहन (Innovation)**

अभिनव प्रयास अथवा नवाचार करने वाली नवीन परियोजनाओं के लिए पात्र पर्यटन इकाइयों को एकमुश्त प्रोत्साहन अधिकतम रु0 50,000/–(रुपये पचास हज़ार) प्रदान किया जाएगा। यह प्रोत्साहन परियोजना के सफलतापूर्वक चालू होने के बाद वितरित किया जायेगा। राज्य सरकार द्वारा नवोन्मेषी परियोजनाओं को उचित मान्यता एवं प्रचार–प्रसार दिया जायेगा। नवाचार घोषित करने संबंधी निर्णय शासन स्तर पर गठित समिति द्वारा लिया जायेगा।

- **विपणन और संवर्धन प्रोत्साहन (Marketing and Branding)**

विभाग में पंजीकृत सभी पर्यटन सेवा प्रदाता इस प्रोत्साहन के पात्र होंगे। यह प्रोत्साहन नीति की अवधि के दौरान प्रत्येक वित्तीय वर्ष में एक बार केवल 20 टूर व ट्रैवल ऑपरेटरों को दिया जाएगा। प्रत्येक वित्तीय वर्ष के टूर व ट्रैवल मार्ट्स

की शुरूआत में विभाग इस प्रकार के अनुदान हेतु अनुमन्य घरेलू और अंतर्राष्ट्रीय आयोजनों के नाम और संख्या की सूचना जारी करेगा।

ट्रैवेल मेलों/ट्रैवेल ट्रेड मार्ट्स में लिए गए स्थान के किराए के रूप में किए गए वास्तविक भुगतान का 50 प्रतिशत, जो प्रति राष्ट्रीय आयोजन अधिकतम रु0 30,000/–(रुपये तीस हज़ार) या प्रति अंतरराष्ट्रीय कार्यक्रम रु0 1.00 लाख (रुपये एक लाख) तक सीमित है। उ0प्र0 पर्यटन विभाग का जिन ट्रैवल मेलों/मार्ट्स में पेवेलियन ना होने पर भाग लेने वाले टूर व ट्रैवल ऑपरेटरों को यह प्रोत्साहन देय होगा। यह प्रोत्साहन प्रत्येक आयोजन/ट्रैवल मार्ट्स के लिए "पहले आओ पहले पाओ" के आधार पर अधिकतम तीन फर्मों को प्रदान किया जाएगा।

- **पर्यटन/आतिथ्य उद्योग में शोध के लिए सहायता (Assistance for Research)**

उत्तर प्रदेश में यात्रा और पर्यटन/आतिथ्य क्षेत्र पर शोध/अध्ययन करने के लिए मान्यता प्राप्त यात्रा संघों/होटल संघों/चैम्बर ऑफ कॉमर्स/विश्वविद्यालयों/प्रबंधन संस्थानों/ गैर सरकारी संगठनों(जैसे– वर्ल्ड वाइड फण्ड फॉर नेचर, कछुआ संरक्षण, हेरिटेज संरक्षण, वाइल्ड लाइफ, क्राफ्ट आदि)/अन्य यात्रा और आतिथ्य संगठनों को अधिकतम रु0 10 लाख (रुपये दस लाख) की वित्तीय सहायता प्रदान की जाएगी। अनुसंधान के विषय को उद्योग की प्रासंगिकता और आवश्यकताओं के अनुसार अंतिम रूप दिया जाएगा। वर्ष में ऐसे पांच ही अध्ययन स्वीकृत किए जाएंगे। मान्यता प्राप्त आतिथ्य संघ और पर्यटन/आतिथ्य/प्रबंधन के शिक्षण संस्थानों के माध्यम से किए गए शोध को वरीयता दी जाएगी।

- **राज्य की दुर्लभ एवं लुप्तपाय कला, संस्कृति और व्यंजनों का संरक्षण, संवर्धन, पुनर्जीवित किये जाने हेतु प्रोत्साहन**

अंतरराष्ट्रीय व राष्ट्रीय महत्व के प्रसिद्ध पर्यटन गंतव्य स्थलों के आसपास 50 किमी की रेन्ज में उत्तर प्रदेश की स्थानीय पारंपरिक और दुर्लभ व लुप्तप्राय कला, संगीत, शिल्प, लोक नृत्य और व्यंजनों के संरक्षण, संवर्धन व पुनर्जीवित करने में शामिल व्यक्ति/समूह को रु0 5 लाख (रुपये पांच लाख) तक का एकमुश्त अनुदान दिया जायेगा। वित्तीय प्रोत्साहन प्रदान किये जाने हेतु पर्यटन विभाग द्वारा संस्कृति विभाग के समन्वय से ऐसी दुर्लभ एवं लुप्तप्राय कला, संगीत, शिल्प, लोक नृत्य और व्यंजनों की सूची प्रकाशित की जायेगी।

प्रोत्साहन राशि का लाभ उठाने के लिए संबंधित जिले के जिलाधिकारी की अध्यक्षता में गठित जिला पर्यटन व संस्कृति परिषद द्वारा अनुशंसा प्रदान की जाएगी। यह प्रोत्साहन प्रत्येक वित्तीय वर्ष में प्रत्येक मण्डल के अधिकतम 10 आवेदकों को (पहले आओ पहले पाओ के आधार पर) देय होगा।

8. <u>युवा पर्यटन–</u>

युवा पर्यटन क्लबों को देश में उत्तरदायी (**Responsive**) और सतत (**Sustainable**) पर्यटन विकसित करने के साधन के रूप में चिन्हित किया गया है जिसके तहत बच्चों एवं युवाओं में प्रारम्भ से ही पर्यटन व संस्कृति की समझ, आवश्यकता तथा महत्व को विकसित करने की योजना है। इस पहल से पर्यटन के माध्यम से युवाओं में उत्तर प्रदेश की गहरी समझ विकसित करने और इसी प्रकार भारतीय संस्कृति और विरासत को समझने में सुविधा होगी। क्लब विभिन्न जनपदों के शैक्षणिक संस्थानों में यात्रा और पर्यटन के महत्व को भी दर्शाएँगे।

I. एडवेंचर व स्पोर्टस टूरिज्म, ऐतिहासिक स्मारकों की यात्राएं प्रोत्साहित करने के लिए विशिष्ट पर्यटन परिपथों जैसे–पर्यावरण पर्यटन, हेरिटेज वॉक, हस्तशिल्प पर्यटन, वन्यजीव अभ्यारण्य आदि पर जानकारी और यात्रा कार्यक्रम

प्रासंगिक मंचों पर साझा किए जाएँगे।

II. प्रत्येक जनपद के सरकारी इंटरमीडिएट स्कूलों (**GIC/GGIC**)/राजकीय डिग्री कॉलेज /नवोदय विद्यालय/केन्द्रीय स्कूल/श्रमिक स्कूल (अटल), कस्तूरबा गांधी विद्यालय आदि शैक्षणिक संस्थानों को पर्यटन संबंधित गतिविधियों (**Yuva Tourism Activities**) के संचालन हेतु रू0 10,000/–(रुपये दस हज़ार) तक की आर्थिक सहायता प्रदान की जायेगी। एक मण्डल में एक वर्ष में अधिकतम 10 ऐसे क्लबों को संबंधित जनपद के जिलाधिकारी की संस्तुति पर सहायता प्रदान की जायेगी।

III. इसके अतिरिक्त प्रदेश में युवा पर्यटन को बढ़ावा दिये जाने हेतु नेहरू युवा केन्द्र संगठन, राष्ट्रीय सेवा योजना, राष्ट्रीय कैडेट कोर, भारत स्काउट्स एण्ड गाइड्स, युवक मंगल दल, महिला मंगल दल आदि युवाओं पर केन्द्रित संस्थाओं के सदस्यों के माध्यम से युवा पर्यटन क्लबों को गठित कर युवा पर्यटन गतिविधियों का संचालन किया जायेगा।

IV. किसी शैक्षणिक संस्थान को वर्ष में एक बार ही आर्थिक सहायता प्रदान की जाएगी।

9. राज्य पर्यटन पुरस्कार

राज्य में विभिन्न पर्यटन व्यवसायों द्वारा संचालित असाधारण पहलों और सेवा की गुणवत्ता को मान्यता प्रदान करने के लिए बेस्ट टूर ऑपरेटर/बेस्ट वेलनेस सेंटर/बेस्ट होटल/बेस्ट हेरिटेज होटल/बेस्ट ईको–टूरिज्म ऑपरेटर/बेस्ट इको रिसॉर्ट/बेस्ट होमस्टे/बेस्ट एडवेंचर टूर ऑपरेटर आदि के राज्य पर्यटन पुरस्कार प्रदान किए जाएँगे। इससे नवाचार को बढ़ावा मिलेगा और राज्य में निवेश और उत्तरदायी पर्यटन को बढ़ावा मिलेगा। पुरस्कारों की अधिकतम संख्या 10 होगी एवं प्रत्येक पुरस्कार अधिकतम रू0 1.00 लाख (रुपये एक लाख) की धनराशि व प्रमाण पत्र/सम्मान पत्र, स्मृति चिन्ह सहित, विभाग द्वारा 'उत्तर प्रदेश दिवस', 'विश्व पर्यटन दिवस' अथवा 'राष्ट्रीय पर्यटन दिवस' के अवसर पर वर्ष में एक बार प्रदान किया जायेगा।

10. एकल खिड़की सुविधा (सिंगल विंडो सिस्टम)

उत्तर प्रदेश सरकार औद्योगिक सेवाओं/अनुमतियों/अनुमोदन/आज्ञा/लाइसेंस के लिए एक प्रभावी आईटी सक्षम केंद्रीकृत प्रसंस्करण तंत्र बनाने का प्रयास करेगी जो पर्यटन और उद्योग विभागों की योजनाओं में समन्वय स्थापित करेगा। इसे औद्योगिक विकास विभाग द्वारा संचालित निवेश मित्र पोर्टल से जोड़ा जायेगा।

11. पर्यटन इकाइयों के लिए भूमि की उपलब्धता कराना :

राज्य सरकार वर्तमान प्रक्रिया के अनुसार सभी प्रकार की पर्यटन इकाइयों की स्थापना और विकास के लिए भूमि उपलब्ध कराने में सहायता प्रदान करेगी, जिनका विवरण निम्नवत है–

- पर्यटन इकाइयों की स्थापना के लिए चिन्हित की गई उपयुक्त भूमि को पृथक से पर्यटन विभाग के लिये आरक्षित रखा जाएगा। ऐसे भूमि बैंक की जानकारी संबंधित स्थानीय निकाय/जिला प्रशासन/राजस्व विभाग,पर्यटन विभाग की वेबसाइट पर उपलब्ध कराई जाएगी।
- ऐसी भूमि का आवंटन विहित प्रक्रियानुसार संबंधित क्षेत्र में तत्समय प्रभावी जिलाधिकारी की अध्यक्षता वाली जिला स्तरीय समिति (**District Level Committee**) द्वारा निर्धारित बाजार दरों पर किया जाएगा।

- इस नीति के तहत उपलब्ध कराई गई भूमि का उपयोग कम से कम 30 वर्षों के लिए आवंटन प्रयोजन से इतर किसी अन्य उद्देश्य के लिए नहीं किया जा सकता है।

12. हरिटेज होटल

हेरिटेज होटलों के वर्गीकरण हेतु पर्यटन मंत्रालय, भारत सरकार के पर्यटन विभाग द्वारा निर्धारित परिभाषा को अंगीकृत किया गया है। पर्यटन नीति जनवरी 1950 से पूर्व में निर्मित भवनों/किलों/हवेलियों/कोठियों व महलों को हेरिटेज होटल में परिवर्तित करने को बढावा देती है। हेरिटेज पर्यटन इकाईयों हेतु निम्न प्रकार वित्तीय प्रोत्साहन, सब्सिडी एवं छूट के प्रावधान किये गये हैं।

12..1. पूँजीगत निवेश पर सब्सिडी

पंजीकृत हेरिटेज इकाई के मूल स्वरूप/बाह्य संरचना में बिना बदलाव लाये इकाई के संरक्षण (**Conservation work**)/विस्तार/रेनोवेशन /रेट्रोफिटिंग (**Look Alike Expansion**) आदि हेतु पूँजीगत निवेश के 25 प्रतिशत, अधिकतम रू0 5 करोड़ (रुपये पांच करोड़) की सब्सिडी दिये जाने का प्रावधान है।

12..2. ब्याज सब्सिडी

पर्यटन नीति में पात्र इकाईयों को वित्तीय संस्थानों से हेरिटेज इकाई के मूल स्वरूप/संरचना में बिना बदलाव लाये इकाई के संरक्षण/विस्तार/रेनोवेशन/रेट्रोफिटिंग (**Look Alike Expansion**) आदि हेतु लिये गये अधिकतम रू 5 करोड़ (रुपये पांच करोड़) के ऋण पर 5 वर्ष तक 5 प्रतिशत तक का ब्याज अनुदान दिये जाने का प्रावधान है।

नोट–हेरिटेज इकाइयों को पूँजीगत एवं ब्याज अनुदान दोनों अनुमन्य होगा।

12..3. स्टैम्प ड्यूटी से छूट (Stamp Duty Exemption)

यदि हेरिटेज होटल की स्थापना अथवा विस्तारीकरण(Expansion) हेतु एक ही व्यक्ति के स्वामित्व के अधीन कोई भवन और उससे लगी हुई भूमि क्रय की जाती है तो ऐसे समव्यवहार पर सम्पूर्ण स्टैम्प ड्यूटी विभाग द्वारा सब्सिडी के रूप में दिये जाने का प्रावधान है।

12..4. भू–उपयोग परिवर्तन शुल्क (Land use conversion & Development charges)

पर्यटन नीति में हेरिटेज होटल की स्थापना हेतु भू–उपयोग परिवर्तन आवश्यक होने पर ऐसा परिवर्तन निःशुल्क किये जाने का प्रावधान है।

12..5. आबकारी लाइसंस शुल्क (Excise waiver)

ग्रामीण क्षेत्रों में स्थापित होने वाले हेरिटेज होटलों के परिसर में बार लाइसेंस हेतु लाइसेंस शुल्क में 50 प्रतिशत प्रतिपूर्ति (**Reimbursement**) किये जाने का प्रावधान किया जायेगा।

12..6. इंफास्ट्रक्चर विकास

राज्य सरकार हेरिटेज होटल्स तक सर्वऋतु मार्ग तथा अतिक्रमण मुक्त लिंक रोड की व्यवस्था करायेगी। निर्वाध विद्युत आपूर्ति हेतु विद्युत सब स्टेशन/ट्रांसफार्मर की व्यवस्था की जाएगी तथा आकर्षक साइनेज लगाये जायेंगे।

12..7. **प्रचार–प्रसार**

राज्य सरकार पर्यटन विभाग के पर्यटन साहित्य, वेबसाइट, मोबाइल ऐप आदि के माध्यम से हेरिटेज पर्यटन से सम्बन्धित उत्पादों तथा क्रिया–कलापों का प्रचार–प्रसार करेगी।

13. प्रदेश में आने वाले देशी–विदेशी पर्यटकों हेतु पारम्परिक पर्यटन के साथ नवीन पर्यटन उत्पाद जैसे–क्राफ्ट टूरिज्म, एग्रो टूरिज्म, ग्राम होमस्टे, हेरिटेज होमस्टे, युवा पर्यटन, वेडिंग डेस्टिनेशन टूरिज्म को भी बढ़ावा दिया जायेगा।

14. **वित्तीय प्रोत्साहनों हेतु प्राप्त आवेदनों पर विचार एवं स्वीकृति की प्रकिया**

- पूंजीगत अनुदान (**Capital Subsidy**) व ब्याज सब्सिडी (**Interest Subsidy**) हेतु निवेशक द्वारा महानिदेशक, पर्यटन को आवेदन प्रस्तुत किया जाएगा। प्राप्त आवेदनों (रू0– 01 करोड़ या अधिक) पर सब्सिडी दिये जाने पर निर्णय निम्न समिति द्वारा किया जाएगाः–

क्र. सं.	विवरण	
1.	अवस्थापना एवं औद्योगिक विकास आयुक्त	अध्यक्ष
2.	अपर मुख्य सचिव/प्रमुख सचिव/सचिव अवस्थापना एवं औद्योगिक विकास विभाग, उत्तर प्रदेश शासन अथवा उनके द्वारा नामित विशेष सचिव	सदस्य
3.	अपर मुख्य सचिव/प्रमुख सचिव/सचिव वित्त विभाग, उत्तर प्रदेश शासन अथवा उनके द्वारा नामित विशेष सचिव	सदस्य
4.	अपर मुख्य सचिव/प्रमुख सचिव/सचिव, वन विभाग उत्तर प्रदेश शासन अथवा उनके द्वारा नामित विशेष सचिव	सदस्य
5.	अपर मुख्य सचिव/प्रमुख सचिव/सचिव संस्कृति विभाग, उत्तर प्रदेश शासन अथवा उनके द्वारा नामित विशेष सचिव	सदस्य
6.	अपर मुख्य सचिव/प्रमुख सचिव/सचिव राजस्व विभाग, उत्तर प्रदेश शासन अथवा उनके द्वारा नामित विशेष सचिव	सदस्य
7.	अपर मुख्य सचिव/प्रमुख सचिव/सचिव,पर्यटन विभाग, उत्तर प्रदेश शासन	सदस्य सचिव

- रू0–01.00 करोड़ (रुपये एक करोड़) से कम की पूंजीगत अनुदान (**Capital Subsidy**) व ब्याज सब्सिडी (**Interest Subsidy**) एवं नीति में वर्णित अन्य सभी अनुदान एवं वित्तीय प्रोत्साहन हेतु प्राप्त आवेदनों पर अनुदान दिये जाने पर निर्णय निम्न समिति द्वारा किया जाएगाः–

क्र. सं.	विवरण	
1.	अपर मुख्य सचिव/प्रमुख सचिव/सचिव, पर्यटन विभाग, उत्तर प्रदेश शासन	अध्यक्ष
2.	अपर मुख्य सचिव/प्रमुख सचिव/सचिव वित्त विभाग, उत्तर प्रदेश शासन अथवा उनके द्वारा नामित विशेष सचिव	सदस्य
3.	अपर मुख्य सचिव/प्रमुख सचिव/सचिव, सूचना तकनीकी विभाग उत्तर प्रदेश शासन अथवा उनके द्वारा नामित विशेष सचिव	सदस्य
4.	अपर मुख्य सचिव/प्रमुख सचिव/सचिव, वन विभाग उत्तर प्रदेश शासन अथवा उनके द्वारा नामित विशेष सचिव	सदस्य

5.	अपर मुख्य सचिव/प्रमुख सचिव/सचिव संस्कृति विभाग, उत्तर प्रदेश शासन अथवा उनके द्वारा नामित विशेष सचिव	सदस्य
6.	प्रधानाचार्य, होटल प्रबंधन, खान–पान प्रौद्योगिकी एवं अनुप्रयुक्त पोषाहार संस्थान, लखनऊ	सदस्य
7.	महानिदेशक पर्यटन/संयुक्त निदेशक/उप निदेशक(संबंधित अधिकारी), पर्यटन निदेशालय, उत्तर प्रदेश	सदस्य सचिव

उपरोक्त समिति के अध्यक्ष यदि उपयुक्त समझें तो आवेदन की प्रकृति को ध्यान में रखते हुये परीक्षण हेतु किसी अन्य विभाग/विभागों के अधिकारी /अधिकारियों को समिति में नामित कर सकेंगे।

- **राज्य स्तरीय नीति कार्यान्वयन समिति (State Level Policy Implementation Committee)**

  इस समिति की अध्यक्षता पर्यटन विभाग के अपर मुख्य सचिव/प्रमुख सचिव पर्यटन करेंगे। वित्त नियंत्रक और कमांड सेंटर (ऑनलाइन डैशबोर्ड के लिए जिम्मेदार संस्था/अधिकारी) भी समिति का हिस्सा होंगे। इसका दायित्व प्रदेश में निवेश करने वाले उद्यमियों को सहयोग प्रदान करना, बाधाओं को दूर करना और ज़मीन पर कार्यान्वयन में तेज़ी लाना होगा।

- **जिला स्तरीय नीति कार्यान्वयन समिति (District Level Policy Implementation Committee)**

  इस समिति के माध्यम से उ0प्र0 पर्यटन नीति के अंतर्गत ग्रामीण पर्यटन समूहों के चिन्हीकरण, प्रदेश के विभिन्न आकर्षणों– पौराणिक, ऐतिहासिक, सांस्कृतिक, विरासतों और परम्पराओं का प्रचार–प्रसार व संरक्षण किया जायेगा। प्रत्येक जनपद में गठित जिला पर्यटन व संस्कृति परिषद द्वारा इस कार्य को किया जायेगा। इसके प्रमुख कार्य निम्न होंगे–
  - जिले में पर्यटन विकास के लिए भूमि पार्सल की पहचान करना।
  - जिला स्तर पर निवेशकों द्वारा दिए गए प्रस्तावों को सत्यापित करना।
  - पर्यटन अवसंरचना के विकास के लिए विभिन्न एजेंसियों के संसाधनों के अभिसरण को सुगम बनाना।
  - अन्य सरकारी एजेंसियों के साथ समन्वय कर प्रत्येक जिले के लिए पर्यटन मास्टर प्लान के विकास को बढ़ावा देना।
  - गाइड, फ्रीलांसर, फोटोग्राफर, होमस्टे पतों के लिए सूची बनाने और पर्यटन सेवा प्रदाता डेटाबेस विकसित करने और पर्यटन से संबंधित मामलों पर आम जनता के बीच जागरूकता पैदा करने के लिए स्थानीय जनसंख्या की कौशल प्रोफाइलिंग।
  - पर्यटन विभाग के प्रकाशन और प्रचार सामग्री में योगदान और जिले के पर्यटक अनुकूल स्थानों के प्रचार के लिए यात्रा लेखकों, मीडिया को प्रोत्साहित/सुविधा प्रदान करना।
  - आवश्यकता के अनुसार विशिष्ट क्षेत्रों/पर्यटन स्थलों के लिए स्थानीय समुदाय हितधारकों को जुटाना और सूचीबद्ध करना।

15. पर्यटन विभाग प्रदेश में पर्यटकों के सुविधार्थ व सुरक्षा हेतु पर्यटन की दृष्टि से नवविकसित अंतरराष्ट्रीय पर्यटन गंतव्यों जैसे–चित्रकूट, नैमिषारण्य, मिर्जापुर, कुशीनगर, अयोध्या, कपिलवस्तु, गढ़मुक्तेश्वर आदि स्थलों पर पर्यटन पुलिस (Tourism Police) को तैनात किये जाने हेतु कार्यवाही करेगा।

16. प्रश्नगत प्रकरण/अन्य किसी नीतिगत निर्णय हेतु मुख्य सचिव, उ0प्र0 शासन की अध्यक्षता में समिति गठित की जाएगी, जिसकी संस्तुति पर अग्रेतर आवश्यक निर्णय लिये जाने हेतु मा0 मुख्यमंत्री जी को अधिकृत किया गया है।
17. उक्त पर्यटन नीति 05 वर्षों के लिये मान्य होगी।
18. उक्त पर्यटन नीति की प्रति विभागीय वेबसाइट www.uptourism.gov.in पर उपलब्ध है।

(मुकेश कुमार मेश्राम)
प्रमुख सचिव।

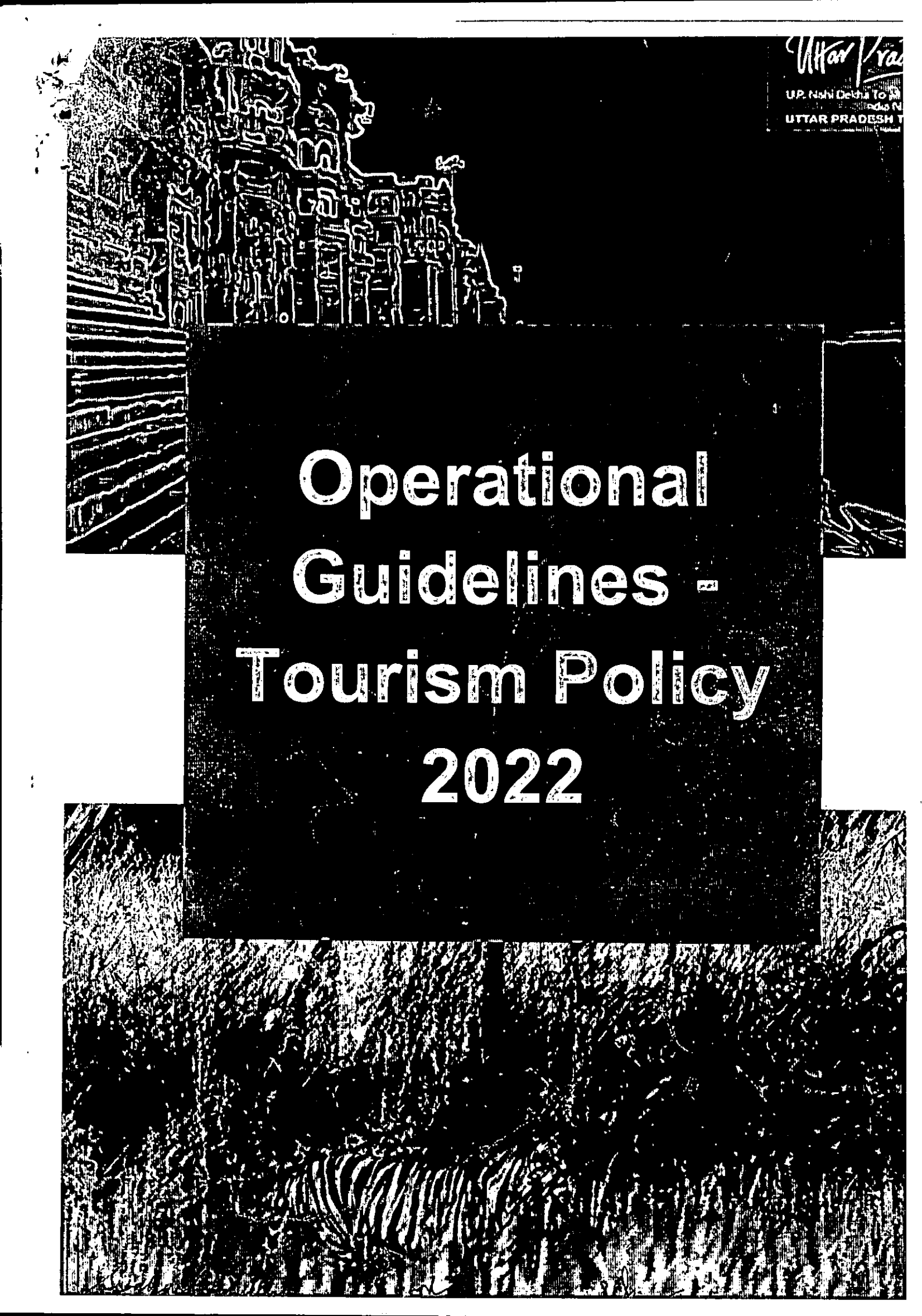
संख्या व दिनांक तदैव।

प्रतिलिपि निम्नलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषितः–

1. महालेखाकार (प्रथम), उत्तर प्रदेश, प्रयागराज
2. प्रमुख सचिव, श्री राज्यपाल, उत्तर प्रदेश।
3. मुख्य सचिव, उ0प्र0।
4. सचिव, पर्यटन मंत्रालय, नई दिल्ली, भारत सरकार ।
5. अध्यक्ष राजस्व परिषद, उ0प्र0।
6. कृषि उत्पादन आयुक्त, उत्तर प्रदेश शासन ।
7. प्रमुख सचिव, मा0 मुख्यमंत्री, उ0प्र0।
8. समस्त अपर मुख्य सचिव/प्रमुख सचिव/सचिव, उत्तर प्रदेश शासन।
9. अवस्थापना एवं औद्योगिक विकास आयुक्त, उ0प्र0 शासन।
10. समस्त विभागाध्यक्ष, उ0प्र0 ।
11. स्थानिक आयुक्त, उत्तर प्रदेश, नई दिल्ली।
12. महानिदेशक पर्यटन, उ0प्र0 ।
13. समस्त मण्डलायुक्त/जिलाधिकारी, उत्तर प्रदेश।
14. निदेशक, सूचना एवं जन सम्पर्क विभाग, उत्तर प्रदेश लखनऊ।
15. प्रबन्ध निदेशक, उ0प्र0 राज्य पर्यटन विकास निगम लि०, लखनऊ।
16. वित्त नियन्त्रक, पर्यटन निदेशालय, लखनऊ।
17. मुख्य कोषाधिकारी/वरिष्ठ कोषाधिकारी/कोषाधिकारी, उत्तर प्रदेश ।
18. समस्त उप निदेशक/क्षेत्रीय पर्यटन अधिकारी, उ0प्र0 ।
19. वित (व्यय नियन्त्रण) अनुभाग–7 वित्त (आय–व्ययक) अनुभाग–1
20. गार्ड फाइल।

आज्ञा से,

(अश्विनी कुमार पाण्डेय)
विशेष सचिव।



Operational Guidelines - Tourism Policy 2022

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1 Introduction

Title

Operational Guidelines under **"Tourism Policy 2022 - Government of Uttar Pradesh".** This document shall help any user of the policy to interpret and comprehend the policy.

Period of Operation

This scheme comes into effect from 23rd November 2022 and shall remain in force for a period of 5 years or until substituted.

Coverage

The units under Uttar Pradesh Tourism Policy 2022 will include:

1 Tourism units which have already availed benefits under the tourism policy of 2016 and 2018, implemented earlier, will get benefits within the permissible limits of expansion under this policy.

2 Tourism units built or under construction or non-operational after 1st February 2018 but registered under the Tourism Policy 2018 and start commercial operations during the operative period of Tourism Policy 2022 will be eligible as per the rules to get the permissible benefits under this tourism policy.

3 Heritage buildings, palaces, forts and other old, classified buildings constructed before 1st February 2016 and converted into tourism units through adaptive reuse will be allowed to obtain benefits under this policy. Determination of eligibility for providing financial incentives/subsidies to these units will be done through the District Scanning Committee after inspection and evaluation. The final approval of a Special Category Building shall be decided by State level Special Tourism Committee.

4 All eligible tourism units registered under Tourism Policy 2022.

Interpretation

Any dispute that may arise in connection with the interpretation, application, or non-compliance with the provisions under this Policy shall be referred to the State Level Committee and their decision in this regard shall be final and binding upon all concerned.

Amendment

Any policy level decision on the above shall be referred to a committee under the chairmanship of the Chief Secretary of Uttar Pradesh (State Level Empowered Committee), on whose recommendation the final decision will be taken by the Chief Minister of Uttar Pradesh. This shall be final and binding upon all concerned.

2 Definitions

2.1 Tourism units

All projects / constructed spaces being developed in accordance with the conditions laid down for different categories of tourism units in the policy document (Tourism Policy 2022)

2.2 State Government

"State Government" means the Government of Uttar Pradesh

2.3 Nodal Agency

"Nodal agency" means the Directorate of Tourism, Government of Uttar Pradesh. Address is Paryatan Bhawan, C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010, Uttar Pradesh, India

2.4 Eligible Tourism Unit

Eligible Tourism Unit shall mean all such tourism units which are eligible to receive all admissible subsidies, incentives, and concessions under UP Tourism Policy 2022 (Chapter 4).

Eligible Tourism Unit can be a single business entity, which shall mean a Proprietorship firm (must be registered under at least two Acts i.e., Shop and Establishment Act and any other Act), a company incorporated under Companies Act 1956 or 2013, a Partnership firm registered under Indian Partnership Act 1932, or a limited liability partnership firm registered under Limited Liability Partnership Act 2008.

Eligible Tourism Units comprise of the following four categories:

1 **New tourism units:** Tourism units which have not commenced commercial operations till the date of promulgation of this policy i.e., 23rd November 2022. The category will also include Tourism projects in PPP mode whose commercial operation commences after 23rd Nov 2022 irrespective of the date of Concession Agreement with any State Government Agency.

2 **Tourism units which are either under construction or not yet completed construction but not yet operational** till 23rd November 2022, irrespective of their start date of construction or completion or date of approval of project layout/masterplan maps from concerned authority(s).

3 **Projects / constructed spaces being developed as Tourism units, through adaptive reuse** and not yet commenced commercial operations as tourism units till 23rd November 2022. This will include heritage hotels etc.

4 **Tourism units that are already operational before 23rd November 2022 and have undertaken expansion** of 25% or more of its existing capacity either in terms of built-up area or in terms of existing plinth area of the building according to the

permissible building bylaws. Only the expansion project of an existing Tourism unit will be eligible for all admissible subsidy assistance during the operative period of this policy.

Further, only for the purpose of industry status and benefits thereof, it also includes, 4 star and 5 star classified hotels recognized by Ministry of Tourism, Government of India (as per prevalent guidelines) and the hotels which are classified under the topmost category (Diamond category or any other name of the topmost category) of State Government's own hotel classification system, irrespective of their date of commencement of operation / date of completion of construction / date of map approval.

2.5 Registration Certificate

Shall mean the certificate issued by the Department to the Eligible Tourism Unit to avail admissible incentives, subsidies, and concessions under the Tourism Policy 2022

2.6 Eligible Components of Investment Amount (ECI)

i. Means investment in fixed assets for the purposes of developing Eligible Tourism Units defined in this Policy. The components of said investment shall include:

- **Land** (only the eligible part) **purchased at circle rate or transaction rate whichever is lower** as per the registered sale deed, during the operative period, under ownership of registered tourism unit/name of the proprietor and is being used exclusively for the construction and operation of eligible tourism unit(s).
  The eligible part of the land cost will mean:

  — Cost of the plinth area as approved in the layout map/master plan excluding service areas such as water treatment plant, sewerage treatment plant and such ancillary facilities etc which are non-core areas of respective Eligible Tourism unit

  — Cost of land purchased at prevailing circle rate at the time of purchase subject to maximum of 10% of the ECI for Eligible Tourism units in case of Caravan Parking Places, Public Golf Course units- Open and Non-restricted and Theme Park/ Amusement Park/ Water park.

- **Cost of Building** i.e., any built-up area and all such constructed spaces which are required for the commercial operation of the eligible tourism unit which include but are not limited to:
  — Landscape (only 5% of the total ECI)
  — In case of Adaptive Reuse, the cost of Classified and Heritage Buildings, prior to adaptive reuse development as declared by applicant or assessed by Chartered Engineer in the Panel of Department of Tourism, will not be considered as an eligible project cost

- **Plant and Machinery (as mentioned under the 'machinery and plant' subhead in the depreciation schedule used for computation of income tax) which include but are not limited to:**

- Televisions (not more than Rs. 1 lakh per Television)
- Chandeliers (not more than Rs. 75 thousand per chandelier)
- Amusement rides/games
- Safety equipments (e.g., fire detector and firefighting system, fire extinguisher, smoke detector, sprinkler, surveillance systems, door metal detector, handheld metal detector, room barrier, vehicle scanner, etc.)
- Sound and PA system etc.
- Electrical fittings (electrical wiring, switches, and sockets etc.)
- Heating Ventilation and Air-conditioning (HVAC) equipment (including split and window AC), water heating system
- Non-shiftable equipments for kitchen, laundry, wellness, conventional hall, exhibition halls etc.
- D.G power backup (for self-use)
- Adventure Sports equipment(s)
- Rainwater harvesting system, Solar/bio energy system
- Sewerage treatment plant and waste management system
- Water supply system (pipeline, tanks, pump house, water treatment plant, etc.)
- Equipments for gymnasium
- Underground/ multi-level parking machinery and equipments
- Establishment of treatment plant for Air and Water Pollution/ incinerator etc.
- Telecommunication Tower (self-established for own use), WIFI routers, boosters
- Computers including software's
- Other equipment(s) including vehicles / boats / ships/ cruise etc. (which are registered in the name of the eligible tourism unit) which are exclusively used for working of the eligible tourism unit.

- **Cost of development of the site of the location of the eligible tourism unit, such as**

  - Boundary wall, fencing, entrance gate, guard room
  - Store, kitchen
  - Construction of all internal roads
  - Underground/ multi-level parking
  - Construction of linkage/ approach roads as per need (maximum length of 1,000 mts and width as per local bylaws as per the prevailing SOR of PWD)
  - All power infrastructure used to facilitate electricity supply to the tourism unit, (e.g., electric poles, transformers, substations, etc.)
  - Establishment of sound, light, public address & internet system, and network of fixed nature
  - Electric lining, gas/steam, water supply lining
  - Swimming pool, establishment of stationary swing-set, climbing walls, amusement/playing structure, etc. in play areas and parks and related infrastructure, which the eligible tourism unit must incur under the project.

— Fixed residential tents for tourists

- Any Consultancy charges related to the establishment/operationalization of the eligible Tourism unit like Fees paid for obtaining technical know-how, etc. (actual consultancy paid or Rs 10 lakhs, whichever is lower excluding GST/Tax).

- Any service charges e.g., Installation charges for machinery/equipments/ services

- Any other component which is not mentioned in the eligible components but is felt necessary for functioning of the tourism unit(s). Such components will be identified by District Scanning Committee and recommended to the State Level Special Tourism Committee for further consideration and approval.
- The above investment should be made till the date of application for claim on subsidy.

2.7 Ineligible Components of Investment Amount

The following investment heads with respect of the unit shall be **ineligible for incentives/subsidy/concession.**

- Working Capital
- Interest Capitalised
- Pre-operative expenses and preliminary expenses
- Second-hand plant and machinery purchased or shifted from within or outside India
- Consumable stores/ inventories for maintenance or repairs
- Furniture and fixtures, mattresses, linens, curtains, carpets/matting, cutlery, crockery, and utensils
- Any taxes including GST, fees/bills payable to the State or Central Government

- All such constructions which are not being exclusively used for the working of the **eligible tourism unit** and which are meant for sale / lease / rent. However, the expenses done on such construction will be part of eligible components of investment for following tourism units:

    a. Cultural centres (If constructed more than 5 allowed shops/commercial sale outlets)
    b. Cultural, Rural Village or Tourist Village (If constructed more than 1 allowed souvenir shop)

2.8 Commencement of commercial operations

Date of commencement of commercial operations i.e., first invoice of the eligible tourism unit open to tourists for new tourism units.

2.9 Focus Tourism Destinations (FTD)

These are destinations of Uttar Pradesh identified by the Department of Tourism for Prioritized Tourism Development to provide an integrated and holistic experiences for the

tourists. The Department shall carry out a detailed review of the previously identified tourism destinations of UP as well as other tourism destinations with promising potential. **The list of FTDs along with its geographical demarcation shall be notified by the Department from time to time.** The decision of the State Level Special Tourism Committee ("Destination Management organizations) shall be final for determination of FTD and its geographical demarcation.

2.10 Unserved Destinations

These are destinations within Uttar Pradesh with tremendous tourism potential but lack tourism infrastructure. The department shall update the list of unserved destinations from time to time on the departmental website. There shall be a detailed review of the identified tourism destinations of UP as well as other tourism destinations that have tremendous tourism potential but lack tourism infrastructure. The decision of the State Level Special Tourism Committee shall be final for determination of unserved destination and its geographical demarcation.

3 Location of Sites

3.1 Location of sites in Mega Circuits

The description of each tourism site mentioned under each of the Mega Circuits in Tourism as provided in the Policy 2022 (chapter 3) is further detailed out in Annexure 1 (Chapter 14)

3.2 Location of unserved locations and FTD

The locational details of "Unserved Location" and "FTD" (Focus Tourism Destination) as defined in Tourism Policy 2022 shall be published in departmental website from time to time as and when they are notified.

4 Industry Status

Star-category hotels, resorts and defined eligible tourism units registered with Uttar Pradesh Tourism Department shall be conferred industry status. The incentives are as follows

The incentives being provided due to the industry status:

- Electricity duty shall be charged as per Industry rates from star classified and registered hotels. **The Benefit shall be provided to all 4 star and 5 star-classified hotels recognized by Ministry of Tourism, Government of India (as per prevalent guidelines) and to the hotels which are classified as topmost category (namely diamond category or any other name of the topmost category) of Department of Tourism, Government of Uttar Pradesh's own hotel classification system.**
- House Tax (Property tax) and Water sewerage tax of Nagar Nigam and Jal Sansthan as levied on the industries shall be applicable to all registered tourism units as described in Tourism Policy 2022. **The prescribed procedure and format(s) will be available in the SOP and published in department's website**

- Construction of hotels and resorts will be allowed on the land situated in industrial areas established / developed by State Government and on the land that has been demarcated for industrial usage by the respective Development Authorities. Such hotels and resorts will be conferred industry status. **The prescribed procedure and format(s) will be available in the SOP and published in department's website**
- Such Hotel and Resort construction shall be permitted in the industrial areas as per policy decided by relevant industrial authority and respective Industrial authority(s) shall notify specific detailed bylaws for sanction of maps for such allowed hotels and resorts. **The prescribed procedure and format(s) will be available in the SOP and published in department's website**
- Till such notification(s) are issued, the building bylaws of Housing and Urban Development Department, Government of Uttar Pradesh may be followed along with the guidelines mentioned in the existing industrial bylaws by the industrial authorities.

Necessary Details

a) *Beneficiaries shall be registered with the Department of Tourism to avail the benefits of industry status through IT Portal/Website*
b) *This incentive is available to tourism units as per eligibility as mentioned above established anywhere in the state of Uttar Pradesh*
c) *Department of Tourism will finalize its own hotel classification system and define the topmost category (namely diamond category or any other name of the topmost category) standards and publish list of the names in its website time to time*

5 Subsidies

The Department of Tourism, Uttar Pradesh shall offer the following subsides for eligible tourism units that have been registered under Tourism Policy 2022.

5.1 Capital Investment Subsidy

All eligible tourism units are eligible for capital subsidy as per the given quantum. 100% of the capital investment subsidy amount shall be granted post the successful commercial operations of the eligible tourism unit.

Investment amount (INR)	**Subsidy percentage**	**Ceiling subsidy (INR)** (Subsidy percentage or ceiling subsidy, whichever is lower)
10 lakhs - Upto 10 crore	25%	2.0 crore
Upto 50 crore	20%	7.5 crore
Upto 200 crore	15%	20.0 crore
Upto 500 crore	10%	25.0 crore
More than 500 crores	10%	40.0 crore

Necessary Details

a) *Tourism units that are within 20 kms of the sites (as mentioned in Chapter 3), will be eligible to apply for capital or interest subsidy or both in case of heritage hotels and homestays. Additionally, tourism units in unserved destinations and FTDs (as published by the Department), will also be eligible to apply for capital or interest subsidy or both in case of heritage hotels and homestays.*

b) *This subsidy will be calculated on the components under eligible capital investment. Investments made under the components for ineligible capital will be excluded from the calculation for capital subsidy.*

c) *The cost of land will only include the cost of the plinth area excluding the service areas which are non-core areas of the eligible tourism unit purchased at DLC/circle rates prevalent at the time of purchase of the land (as per registered sale deed) which must be on or after 23rd November 2022 (date of promulgation of the Tourism policy 2022).*

d) *Eligible Tourism Projects constructed on leased land will be also eligible admissible subsidy provided such lease deeds are minimum period of 15 years. Date of Lease should be on or after 23rd November 2022. However, cost of eligible part of land for such units will not be considered in ECI.*

e) *100% of the eligible capital investment subsidy amount shall be granted post the commencement of the commercial operations of the eligible tourism units after fulfilment of requirement conditions mentioned in SOP.*

5.2 Additional Capital Investment Subsidy

In addition to the Capital Investment Subsidies outlined above, eligible tourism units may also claim additional investment subsidy if they meet the following criteria –

Criteria for Additional subsidy	**Additional subsidy against Investment amount of the tourism unit**
Eligible Tourism unit undertaken by Women/ SC/ ST (as per list of Uttar Pradesh State, Social Welfare Department)	5%
Eligible Tourism unit established in any FTD (Focus Tourism Destination) notified by Department of Tourism	5%

The sum of all the incentives mentioned will be capped at maximum 30%.

Necessary Details

a) *Tourism units that are within 20 Kms of the Mega Circuit sites (as mentioned in Chapter 3 of Tourism Policy 2022), will be eligible to apply for additional capital subsidy.*

b) *To be eligible for the Additional Capital Investment Subsidy where Tourism Unit is undertaken by Women, Scheduled Caste (SC), Scheduled Tribe (ST), the Tourism Unit must be established by an entrepreneur from one of these categories. Hence, depending on the type of legal entity that is applying for the subsidy, the entrepreneur (Women/SC/ST) should have a minimum equity participation of 51% within the entity.*

c) *If an eligible Tourism unit is established in an FTD, then it shall be eligible to claim additional 5% subsidy. The ceiling subsidy for every eligible tourism unit shall remain unchanged when claiming additional capital investment subsidy.*

d) *If an eligible tourism unit is falling into both the categories of FTD and women/SC/ST, then it is eligible to avail the benefit under both the criteria(s) as mentioned above, self-expenditure and loan obtained by a promoter from scheduled commercial bank (SCBs) on eligible components for investment for any project of construction/ extension/ renovation/ retrofitting of heritage hotel, will be considered as a project cost. Heritage hotels and Heritage Homestay (located anywhere in the State) can avail both capital investment subsidy / special capital investment subsidy and interest subsidy.*

e) *Heritage Hotels can avail either of Special incentives such as*

Amount equal to the capital funding of 25% of the capital cost or INR 5 Crore, whichever is less, will be given by the Government of Uttar Pradesh, under the capital investment subsidy for the conservation/expansion/renovation/retrofitting of heritage hotels without altering the basic architectural façade and structure of the heritage building

OR

Heritage hotel and Heritage Homestay located within 20 kms (ariel distance) from sites mentioned in tourism circuits or at unserved locations or within FTD may apply for admissible capital investment subsidy and interest subsidy as per Chapter 5 of Tourism Policy Document 2022 or table 5.1 and 5.2 of Policy Guidelines Document mentioned above.

f) *Heritage Hotel and Homestays developed in adaptive reuse on leased heritage property(s) (built before 1st January 1950) having minimum registered lease period of 30 years will be eligible for benefits under the Tourism Policy 2022.*

5.3 Interest Subsidy

Interest Subsidy will be given on a loan taken from an RBI approved Scheduled Commercial Bank (SCB) in the name of a registered eligible tourism unit in the state, upto maximum of INR 5 crore subject to 5% interest and capped at INR 25 lakh per annum. Interest subsidy will be provided only on the amount of loan that is utilized for expenditure on eligible components.

Note: All Tourism projects in PPP mode with any agency/department/authority of Government of Uttar Pradesh shall be able to avail subsidies permissible under this Policy.

Necessary Details

i. *An eligible tourism unit (within 20 Kms of destinations of mega circuits, FTDS and unserved locations) availing capital subsidy shall not be entitled to claim interest subsidy, except for heritage tourism unit which can avail both capital subsidy as well as interest subsidy.*
ii. *Single unit shall not be granted capital investment subsidy under multiple tourism projects.*
iii. *Expansion Tourism unit and those converted into tourism units through adaptive reuse all over the State shall maintain separate record of expenses duly certified by the CA for the expansion and works carried out through adaptive re-use mode.*
iv. *Eligible tourism units shall be eligible to claim interest subsidy for operative period of the policy. The interest subsidy shall be limited to the ledger showing the loan upto INR 5 Crore separately, which shall be reducing at the end of each financial year.*

5.4 Employment Generation Subsidy

100%, Reimbursement of EPF expenditure (Employer's contribution) for a period of 5 years for workers who are domicile of the state of Uttar Pradesh to eligible tourism units employing more than 50 employees.

Necessary Details

i. *This incentive can be claimed by eligible tourism units established anywhere in the state of Uttar Pradesh.*
ii. *A tourism unit is eligible to apply for this subsidy, post commencement of commercial operations and should be registered under tourism policy 2022.*
iii. *The disbursal for this reimbursement will be on an annual basis (financial year will be considered from 1st April to 31st March) to the eligible tourism unit.*

6 Concessions

6.1 Exemption on Stamp Duty

Eligible Tourism Units shall qualify for 100% exemption of stamp duty and registration fee on sale/lease of land for the first transaction only during the operative period of this Policy. The eligible tourism unit can avail this incentive only once during the operative period of the policy. The unit shall submit a Bank guarantee in the prescribed format to the concerned District Magistrate where the project is located. The validity period of such Bank Guarantee shall be at least till the date of commencement of operation.

Necessary Details

I. *This incentive can be claimed by eligible tourism units established anywhere in the state of Uttar Pradesh.*

II. *The amount of Bank Guarantee will be equivalent to the exception sought of the Stamp Duty amount duly calculated as per law on purchase and registration of land. The Bank Guarantee shall be prepared in the name of concerned District Magistrate where the eligible tourism unit is located as per the prescribed format provided in the SOP.*

6.2 Special exemption on Stamp duty for Heritage Properties

If for establishing/commercial operations/expansion of a heritage tourism unit, any building or its appurtenant land is purchased, then on such transfer deeds, 100% of the payable stamp duty will be exempted in the form of concession by the Department, provided the land appurtenant is being mutated in the name of the heritage tourism unit and is an integral part of the heritage tourism unit.

Necessary Details

I. *A heritage tourism unit can claim this exemption only once for a specific land during the operative policy of the policy.*
II. *This incentive can be claimed by eligible tourism units established anywhere in the state of Uttar Pradesh.*
III. *The subsidy will be disbursed only after commencement of commercial operation of the heritage tourism unit and the concerned appurtenant land is being utilized exclusively for tourism purposes.*

6.3 Exemption on land use conversion & development charges

Land use conversion and development charges shall be waived off for all new and expansion tourism units (all leasehold tourism units will be allowed freehold status as per the by-laws/rules of the Development Authorities). In case of tourism units being established at places where there is absence of required infrastructure, the infrastructure such as road, drainage, sewage, electricity, and water supply shall be done by the developer; an affidavit regarding this shall be provided to avail waiver of land conversion and development charges from concerned departments.

Necessary Details

I. *New Tourism unit, Expansion Tourism unit and those converted into tourism units through adaptive reuse all over the State shall be eligible for availing this exemption.*
II. *A tourism unit can claim this exemption only once during the operative period of the policy.*

6.4 Special exemption on Land use conversion for Heritage Properties

If in any development area, where land-use is demarcated, an old properties of heritage value are converted into heritage hotel, then the concerned Development Authority would give 100% waiver in conversion charges, terming such land-use of the converted property as 'Heritage Hotel'.

7 Incentives

The following incentives are provided by the Department of Tourism to facilitate investments, create initiatives, and promote tourism potential within the State

7.1 Incentive for specially abled friendly units

Payroll assistance of INR 1,500 per month per worker to eligible tourism units employing specially abled workers, subject to a maximum of 5 workers per tourism unit.

Necessary Details

i. *This incentive can be claimed by eligible tourism units established anywhere in the state of Uttar Pradesh.*
ii. *The incentive amount shall be disbursed after the end of every financial year subject to production of necessary documents.*
iii. *This incentive will be valid during the operative period of the policy.*

7.2 Incentive on Excise License Fee for Heritage Hotels

The Department will provide a 50% reimbursement of the excise license fee paid during the first year from date of first issuance of excise license for heritage hotels located in rural areas

Necessary Details

i. *This incentive can be claimed by heritage hotels established in rural areas anywhere in Uttar Pradesh.*

7.3 Incentive to support Revival of Scarce Art, Culture, and Cuisine of the state

a) One time grant upto INR 5 Lakh will be granted to individual/ group involved in conservation, promotion, and revival of scarce or endangered indigenous art, music, craft, folk dance, and cuisine of Uttar Pradesh within a range of 50 kms from any famous tourist destinations. The Department of Tourism in consultation with the Culture Department will notify list of scarce art, culture, craft, and cuisine to be promoted in the State. The Department of Tourism may modify this list from time to time.

b) The incentive will be limited to only 10 individuals/groups/organisations per year per division on First cum First Serve basis as per the recommendation of District Tourism and Culture Council.

Necessary Details

i. *The incentive amount shall be disbursed during the financial year after receiving necessary approval from a separate District Level Committee headed by District Magistrate and comprising of representative of Tourism Department, representative of the Culture Department, representative of Information Department and a special invitee nominated by District Magistrate from the academic fraternity related to the concerned scarce art (as per need). This committee will be formed by respective District Magistrates.*

ii. *The individuals/groups should have deep knowledge and be engaged with the concerned scarce or endangered indigenous art, music, craft, folk dance, and cuisine of Uttar Pradesh for at least 5 years.*

iii. *This incentive will be valid during the operative period of the policy.*

7.3.1 Incentive for Responsible Tourism

- **Incentive to carry out energy audit by a recognized institution/ consultant**

Eligible tourism units would be reimbursed up to 75% of the cost of carrying out energy audit on water harvesting/ conservation and environment-friendly practices like green buildings, solar and other renewable energy measures, by a recognized institution/ consultant, subject to a maximum amount of INR 1 lakh per unit. Amount shall be disbursed only once for a tourism unit during the operative period of the policy.

Necessary Details

i. *Energy audit conducted by a recognized institution/ consultant such as Bureau of Energy Efficiency/ SGS/ SEA energy etc. or any such international accreditation/ certification*

- **Incentive to set up sewerage treatment plant at an eligible tourism unit**

Reimbursement of 20% of the capital cost of setting up sewage treatment plant subject to a maximum of INR 20 Lakh per tourism unit. The reimbursement will be given to a maximum of 2 tourism units per year.

Necessary Details

i. Subject to a maximum of 2 tourism units on FCFS basis per year.

- **Incentive for obtaining a Green Certificate Building fee**

Reimbursement of 50% of the certification fee paid, up to Rs 10 lakh to tourism units obtaining Green Building Certificate from accredited agencies like Indian Green Building Council (IGBC) / Green Rating Integrated Habitat Assessment (GRIHA) / Leadership in Energy and Environmental Design (LEED) or any such international accreditation/ certification as identified and notified by the Department of Tourism from time to time.

Necessary Details

i. All tourism units are eligible for this incentive should have a valid, final Green Building Certification from the above listed organizations, as on date of application.
ii. The tourism unit is required to share the invoice and payment proof for the receipt of the certificate with the department.
This Incentive will be provided only once to a tourism unit during the operative period of the policy.

- **Incentive for obtaining a GSTC (Global Sustainable Tourism Council) certification**

Reimbursement of 50% of certification fees paid, up to Rs 5 Lakh to tourism units for obtaining GSTC (Global Sustainable Tourism Council) certification through GSTC accredited agencies.

Necessary Details

i. *All tourism units are eligible for this incentive should have a valid GSTC certification as on date of application.*
ii. *This Incentive will be provided only once to a Tourism unit during the operative period of the policy.*

7.4 Incentive for ICT (Information and Communications Technology) enablement

a. Incentive to introduce ICT in the tourism sector

In order to encourage usage of ICT in the tourism sector, the State Government will facilitate and support organization of such national and international tour & travel marts, seminars, exhibitions and other events in Uttar Pradesh which employ digital platforms and new Information Technology. Financial assistance of upto INR. 10 lakhs per such event shall be provided on approval of State level committee.

Necessary Details

I. *Only 1 firm per event will be eligible for this incentive*
II. *This incentive will be valid during the operative period of the policy.*

b. Incentive to tour operators for providing digital content and promotional content

Tour and travel operators will be eligible to receive a one-time financial incentive of INR 10 lakhs or 25% of the cost of production cost of audio/video guide, digital publicity material (digital platform/ mobile application/website/metaverse), artificial intelligence, robotics, virtual reality , whichever is lower.

Necessary Details

i. *Only those tour and travel operators will be eligible, who have solely borne the production cost of the content.*
ii. *This incentive can be availed only once by the operator during the operative period of the Policy*

7.5 Incentive for innovation

A one-time incentive upto INR. 50,000 would be provided to eligible tourism units for new and innovative projects; to be disbursed after the successful commissioning of the Project. Due recognition and publicity will be accorded by the State Government to innovative projects. The approval of this incentive will lie at the discretion of the SLSTC.

Necessary Details

i. *Disbursement after the successful commissioning of the project*
ii. *This incentive can be claimed by any eligible tourism unit, anywhere in the state of Uttar Pradesh.*

7.5.1 Incentive for marketing and promotion

a. Incentive to participate in national and international events

All Tourism Service Providers operating in the state and registered with Department shall be eligible for a financial incentive upto 50% of the space rent actually paid subject to a maximum of INR 30,000 per national event or INR 1,00,000 per international event. This incentive can be availed by maximum 20 tourism service providers every financial year. At the beginning of each

financial year, the State Department will notify the name and number of such domestic and international travel marts and roadshows for which this incentive will be provided.

This incentive will be provided to maximum 3 firms per event on first cum first serve basis. This incentive will be provided for participation in only such events in which Department of Tourism, Uttar Pradesh has not taken a pavilion.

Necessary Details

i. *This incentive can be claimed by all Tourism Service Providers only once during the financial year.*

ii. *A Tourism Service Provider will notify the Department 60 days prior to the event and will be subject to approval from the Department, to claim this incentive.*

iii. *The incentive will be granted by SLSTC.*

iv. *For further assistance, The Department of Tourism may assist on case-to-case basis on convergence mode.*

7.6 Incentive for research in the Tourism/Hospitality Industry

Financial assistance up to the maximum limit of INR 10 Lakh will be provided to recognized Travel Associations/ Hotel Associations/ Chamber of Commerce/ Other Travel and Hospitality Bodies/ reputed & registered NGOs (such as Worldwide Fund for Nature, Turtle Conservation, Heritage conversion, Wildlife, Craft, etc), Management Institutes and Universities to carry out market research studies on travel and tourism/hospitality sector in Uttar Pradesh.

The topic of the research would be finalized as per the relevance and requirements of the industry. Not more than 5 (five) such studies will be sanctioned each year. Preference to be given to research conducted via recognised hospitality association and educational institutes of tourism /hospitality and management.

Necessary Details

i. *The subject approval will be taken from Director General Tourism*

ii. *The decision for the approval of advance payment will be made by SLSTC.*

iii. *This incentive can be availed during the operative period of the Policy.*

7.7 Incentive for YUVA tourism

A onetime grant of INR 10,000 for one year will be provided to youth clubs constituted within government intermediate schools (GIC/GGIC) / Rajkiya Degree College / Navodaya Vidyalaya / Kendriya Vidyalaya / Shramik school (Atal) / educational institutions such as Kasturba Gandhi Vidyalaya etc. for tourism related activities (e.g., conducting tour trips around the State and implement tourism activities in schools / district level with children). This grant will be provided to maximum 10 such clubs in a division per year on the recommendation of the District Magistrate. One educational institute will receive this grant only once in a year.

Necessary Details

i. *Youth Clubs in the above-mentioned educational institutes will be eligible to receive this grant only twice during the operative period of the policy.*
ii. *This incentive can be availed during the operative period of the Policy.*

7.8 State Tourism Awards

State Tourism awards shall be awarded to provide recognition to extra-ordinary initiatives and service quality executed by various tourism businesses in the state. This shall further encourage innovation and attract / promote investment and responsible tourism in the state. Every year, the Department will announce upto maximum of 10 awards. Each awardee shall be felicitated with a prize money of upto Rs. 1 lakh along with certificate of recognition/ memento on the occasion of World Tourism Day or National Tourism Day or Uttar Pradesh Diwas in the categories such as Best tour operator / Best wellness center/ Best hotel/ Best heritage hotel/ Best eco-tourism operator/ Best eco-resort/ Best homestay/ Best adventure tour operator or in such other categories as the Department of Tourism deems fit.

Necessary Details

i. *This incentive can be availed during the operative period.*
ii. *The awards will be given to units/operators having registered office in Uttar Pradesh.*
iii. *Any Units/operators will be eligible for awards only twice during the operative period of the policy.*

S.no	Category	Description
1	Best Tour Operator	Foreign Exchange Earnings of Rs. 1 Cr
2	Best Wellness Centre	Wellness centers accredited by respective organizations to be selected on based on authentic service, true to the science of AYUSH (Ayurveda, Yoga, Naturopathy etc.)
3	Best Hotel	Awards based on annual revenue earned, international guests stayed and, Awards won.
4	Best Heritage Hotel	Awards based on best conservation project, annual revenue earned, international guests stayed, Awards won and promotion of arts, crafts, and cuisine.
5	Best Eco-Tourism Operator	The Eco-Tourism Operators who have given major emphasis in promoting and selling Eco-tourism sites in Uttar Pradesh.

6	Best Eco -resort	Award based on Eco Friendly practices observed by resorts and foreign exchange earned
7	Best Homestay	Criteria for the Award for Best Homestays includes amongst others, Livelihood opportunities, Capacity Building measures, Local material and local skills, domestic and international tourists, Homestays facility Community partnership, Waste management, etc.
8	Best Adventure Tour Operator	Award based on turnover achieved from handling Adventure tourism / sports related activities, consistency of safety standards, new adventure tourism activities, etc.

8 Benefits to Eligible Tourism Units

Tourism Unit shall be eligible for the following incentives, subsidies and concessions under the Uttar Pradesh Tourism Policy as follows –

No	Tourism Project	Eligible for Subsidies	Eligible for Concessions	Eligible for Incentives
1	Adventure tourism projects	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital Investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
2	All-weather/Seasonal Camps	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
3	Budget Hotels	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for responsible tourism

		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for specially-abled friendly units
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
4	Caravan Tourism Units	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
5	Caravan Parking Places	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
6	Convention centers (MICE)	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
7	Cultural centers	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
8		Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially abled friendly units

	Cultural, Rural village or Tourist Village	Additional Capital investment Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Employment Generation Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
9	Eco tourism Resorts/Units	Capital Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Interest Subsidy	Exemption on development charges	Incentive for innovation
		Employment Generation Subsidy		
10	Farm stays	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
11	Flotels/Floating Restaurants	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
		Employment Generation Subsidy		Incentive for responsible tourism
12	Heritage Hotels	Capital Subsidy/ Special Capital Subsidy for Heritage hotels	Special exemption on Stamp duty for Heritage Properties	Incentive for specially-abled friendly units
		Interest Subsidy	Special exemption on Excise duty for Heritage Properties	

		Additional Capital investment Subsidy	Special exemption on Land use conversion for Heritage Properties	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
13	Heritage Homestays	Capital Subsidy	Special exemption on Stamp duty for Heritage Properties	Incentive for specially-abled friendly units
		Interest Subsidy	Special exemption on Excise duty for Heritage Properties	
		Additional Capital investment Subsidy	Special exemption on Land use conversion for Heritage Properties	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
14	Hotels	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
15	New Tourism Startup Units	Discretion of the Authority	Discretion of the authority	Incentive for specially-abled friendly units
				Incentive for responsible tourism
				Incentive for innovation
16	International Yoga centre/	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units

	Naturopathy Centres	Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
17	Light and Sound show/Laser shows	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
18	Mega projects	Capital Subsidy or Interest Subsidy	Exemption on Land use conversion	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on development charges	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
19	Multi-Level Parking	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
20	Permanent Tented Accommodation/ Swiss Cottages	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation

21	Pilgrimage dormitories (Dharamshala's and Ashrams)	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
22	Public Golf Course Units-Open & Non-Restricted	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
23	Public Museums	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
24	Resorts	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
25	Revolving restaurants	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism

		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
26	Rural Homestay	NA	NA	Incentive for specially abled friendly units
				Incentive for responsible tourism
				Incentive for innovation
27	Theme Park/amusement park/ Water Park	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
28	Tour and Travel Operators working for International inbound tourist	NA	NA	Incentive for specially-abled friendly unit
				Incentive for ICT (Information and Communications Technology) enablement
				Incentive for marketing and promotion
29	Tourism and hospitality training institute	NA	NA	Incentive for specially-abled friendly units
				Incentive for responsible tourism
				Incentive for innovation
30		Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially abled friendly units

	Waterbodies/ Lake/ River cruise Tourism unit	Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
31	Wayside amenities/ Dhabas	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
32	Wellness Centre	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
33	Wellness Resort/Unit	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation

Note: The table above is only indicative. Each tourism unit will be eligible for all admissible incentives/subsidies and concessions as per the guidelines and Tourism Policy 2022.

9 Recovery

a) If an eligible tourism unit has received any subsidy, incentive or concessions, it shall be mandatory for the Tourism Unit to operate for at least 5 years post commencement of commercial operations.

b) If the applicant fails to adhere to the above, then the applicant of the Tourism Unit shall have to return the benefit claimed as subsidy and concessions with a penal interest of 15% simple interest per annum to the Department of Tourism.

c) If the applicant is found to have submitted or falsely represented any documents/evidence/information/legal documents/financial documents/ ownership documents and other related documents which aided the receipt of the admissible subsidy, incentive or concession by Department of Tourism (DOT) then DOT will be entitled to take respective action including financial recovery upto the amount disbursed with 15% simple interest per annum to the Department of Tourism.

10 Facilitation

10.1 Registration

a) Eligible tourism units and Tourism Operators must be registered via a portal with the Department of Tourism to be eligible to avail incentives, subsidies, and concessions offered

b) Tour and Travel operators will be required to register upon payment of a fee.

c) The Department shall list all Tourism Units and Tourism Service Providers who are registered with the Department of Tourism on the Uttar Pradesh Tourism website.

d) Registration with the Department of Tourism shall be valid for the operative period of the policy.

10.2 Ensuring Land Availability

The State Government will assist in providing land for establishment and development of all types of Tourism Units. The Department of Tourism shall strive for following in this regard:

a) Land suitable for establishment of tourism units shall be earmarked for Department of Tourism through open bidding process as per Uttar Pradesh PPP Guidelines/Policy. The details of such land will be made available on the website of Department of Tourism.

b) The land, so identified will be allocated at market rates by a District Level Committee following a pre-decided procedure and committee Chaired by District Magistrate. The committee may be formed by respective DMs as per rules.

c) Land made available in this manner cannot be used for any purpose other than the one for which it has been allocated for at-least 30 years.

10.3 Ease of doing business

a) The Department shall put in place institutional arrangements to secure accelerated development of Eligible tourism units in the State and address inter-departmental issues while monitoring and ensuring the development of Tourism Projects.

b) Act as a one-stop facilitation centre to extend assistance for obtaining approvals and clearances through effective utilization of technology.

c) Creation of 'Uttar Pradesh Tourism Industry Profile' showcasing major destinations and investment opportunities in the State to aid in planning and decision-making for both industry and government

d) Work in close coordination with Udyog Bandhu, Nivesh Mitra and Nivesh Saarthi to address all inter-departmental issues imperative for implementation of tourism units.

11 Institutional Framework

11.1 Committee for Disbursal of funds under Tourism Policy 2018

The committees mentioned under Tourism Policy 2018 will be responsible for disbursing funds for Tourism units which are registered and have started commercial operations before the operative period of Tourism Policy 2022.

Committee for Disbursal of funds under Tourism Policy 2022

11.2 State level Committee (SLC) under IIDC

S.No.	Designation/ Department	Title (SLC)
1.	IIDC Infrastructure & Industrial Development Commissioner	Chairman
2.	Additional Chief Secretary/Principal Secretary, Infrastructure and Industrial Development or its representative	Member
3.	Additional Chief Secretary/Principal Secretary, Finance or its representative	Member
4.	Additional Chief Secretary/Principal Secretary, Culture, or its representative	Member
5.	Additional Chief Secretary/Principal Secretary, Forest, or its representative	Member
6.	Additional Chief Secretary/ Principal Secretary, Revenue, or its representative	Member
7.	Additional Chief Secretary/ Principal Secretary, MSME and Export Promotion, or its representative	Member
8.	Director General, Directorate of Tourism, Government of Uttar Pradesh	Member Secretary

Roles and Responsibility

a) Review, approve and sanction capital and interest subsidy for an amount more than INR 1 crore

b) Other responsibilities as entrusted on the committee by the Government

11.3 State level Special Tourism Committee (SLSTC)

S.No.	Designation/ Department	Title
1.	Additional Chief Secretary/Principal Secretary, Tourism	Chairman
2.	Additional Chief Secretary/Principal Secretary, Finance or its representative	Member
3.	Additional Chief Secretary/Principal Secretary, Information Technology or its representative	Member
4.	Additional Chief Secretary/Principal Secretary, Forest, or its representative	Member
5.	Additional Chief Secretary/Principal Secretary, Culture, or its representative	Member
6.	Principal, Hotel Management Institute of Catering Technology and Applied Nutrition, Lucknow or its representative	Member
7.	Director General/ Joint Director / Deputy Director, Directorate of Tourism	Member Secretary

Roles and Responsibility

a) Review, approve and sanction all financial incentives to eligible tourism units
b) Review, approve and sanction capital and interest subsidy upto INR 1 crore for all eligible tourism units
c) Approval of Innovation special incentives
d) Screen and approve any startups in the tourism sector
e) Approval of Special Category Building and Mega Tourism units
f) Review and approval of incentives and concessions for New Tourism Start-up units
g) Other responsibilities as entrusted on the committee by the Government

Note: The committee may also include experts/stakeholders from other fields of tourism, whenever required.

11.4 State level Policy Implementation Committee (PIU)

S.- No.	Designation/ Department	Title
1.	Additional Chief Secretary/Principal Secretary,	Chairman

	Tourism	
2.	Director, Tourism	Member
3.	Finance Controller, Tourism	Member
4	Command Centre, Department of Tourism The Command Centre will include a Project Management Agency and Project Monitoring Unit	Member
5.	Joint Director/ Deputy Director / Regional Tourism Officer, Policy Section, Directorate of Tourism	Member Secretary

Note: The committee may also include experts/stakeholders from other fields of tourism, whenever required.

Roles and Responsibility

a) Ensure effective functioning of the Single Window Clearance mechanism, resolve any queries, overcome hurdles, and expedite implementation on ground.
b) Other responsibilities as entrusted on the committee by the Additional Chief Secretary/Principal Secretary, Tourism
c) Will be responsible for reviewing projects and submitting reports with 15 days. The department will be assisted by a PMA.

11.5 District Tourism Promotion Council

The District Tourism and Cultural Council will act as the District Tourism Promotion Council and carry out necessary responsibilities for smooth implementation at the district level.

S.No.	Designation/ Department	Title
1.	District Magistrate	President
2.	1) Deputy Commissioner nominated by the Commissioner of Police 2) Senior Superintendent of Police/ Superintendent of Police	Vice President
3.	Chief Development Officer	Member
4.	Divisional Forest Officer	Member
5.	1 Vice President Development Authority/ Secretary Development Authority/ Special Secretary Development authority 2 Municipal Commissioner / Additional Municipal Commissioner 3 Executive office, Municipality 4 Additional Chief Officer, District Panchayat	Member
6.	District Sports Officer	Member

7.	District School Inspector	Member
8.	District basic education officer	Member
9.	District Panchayati raj officer	Member
10.	Regional Superintendent of Archaeology	Member
11.	Chief Treasury officer/ treasury officer	Treasurer
12.	Regional manager/Asst. Manager/ Manager, UP State Tourism Development Nigam Ltd	Regional member
13.	District Khadi village industries officer	Member
14.	District agriculture officer	Member
15.	District manager, District industries department	Member
16.	District development officer	Member
17.	District coordinator, Nehru centre/NCC/NSS	Member
18.	District youth welfare officer	Member
19.	District level officer/ Officer in charge of Irrigation Dept, Public works dept, AYUSH dept, medical and health dept	Member
20.	District government advocate (civil)	Member
21.	Local officer of culture department	Joint secretary
22.	District information officer/ Deputy director, Information Dept	Joint secretary
23.	Deputy Director/regional tourism officer/ tourism information officer/ culture dept officer	Member Secretary

Roles and Responsibility

a) Identify land parcels for tourism development in the district.
b) Verification of investment proposals received by the Council.
c) Facilitate convergence of resources of various agencies for the development of tourism infrastructure.
d) Promote the development of tourism master plans for each district in coordination with other government agencies.
e) Skill profiling of local population to create lists for guides, freelancers, photographers, homestay addresses and develop a tourism service provider database and create awareness among the public on tourism related matters.

f) Contribute to the publicity and promotional material of DoT and encourage/facilitate travel writers, media for publicizing places of tourist interest of the district.

g) Mobilize and enlist the local community stakeholders for specific areas / tourism destinations as per requirement.

11.6 District Scanning Committee

S.No.	Designation/ Department	Title
1	District Magistrate	Chairman
2	Representative of PWD	Member
3	Joint Director/ Deputy Director / Regional Tourism Officer of the concerned District where the project is located	Member
4	Representative of Development Authority	Member
5	Representative of Department of Legal Affairs	Member
6	Any other person(s) nominated by DM, as per need	Special Invitee

Roles and Responsibility

a) Responsible for screening projects for adaptive reuse/ Special Category Building.

11.7 Departmental Screening Committee

S.No.	Designation/ Department	Title
1.	Director General Tourism	Chairman
2.	Director, Tourism	Member
3.	Finance Controller, Tourism	Member
4	Joint Director/ Deputy Director / Regional Tourism Officer, Policy Section, Directorate of Tourism	Member Secretary
5	Technical Expert for Adaptive Reuse, nominated by DG as per need	Special Invitee

Roles and Responsibility

a) Responsible for reviewing tourism projects under adaptive reuse/ Special Category Building.

b) Will be responsible for determining eligibility for providing financial incentives/subsidies to units for adaptive reuse/ Special Category Building.

c) The committee will be responsible for sending report to State level Special Tourism Committee (SLSTC)

11.8 District Level Inspection Committee

The committee will be responsible for scrutiny and processing of all claims/submissions towards release of Subsidies, Concessions, and Incentives as per UP Tourism Policy 2022, Operational Guidelines and SOPs. The Committee shall be comprising of the following members

S.No.	Designation/ Department	Title
1	District Magistrate	Chairman
2	Joint Director/Deputy Director/Regional Tourism Officer of the concerned District where the project is located	Member Secretary
3	One officer nominated by Director General Tourism	Member
4	One Valuer or Chartered Engineer Nominated by Director General Tourism from amongst the panel maintained/empaneled for this purpose	Special Invitee
5	One Chartered Accountant Nominated by Director General Tourism from amongst the panel maintained/ empaneled for this purpose	Special Invitee

11.9 State Level Empowered Committee (SLEC)

S.No.	Designation/ Department	Title (SLC)
1.	Chief Secretary	Chairman
2.	Additional Chief Secretary/Principal Secretary, Infrastructure and Industrial Development or a nominated Special Secretary	Member
3.	Additional Chief Secretary/Principal Secretary, Finance or a Nominated Special Secretary	Member
4.	Additional Chief Secretary/Principal Secretary, Culture, or a Nominated special secretary	Member
5.	Additional Chief Secretary/Principal Secretary, Forest, or a nominated Special Secretary	Member

6.	Additional Chief Secretary/ Principal Secretary, Revenue, or a nominated Special Secretary	Member
7.	Additional Chief Secretary/ Principal Secretary, MSME and Export Promotion, or a nominated Special Secretary	Member
8.	Additional Chief Secretary/Principal Secretary, Tourism, or a nominated Special Secretary	Member Secretary

Roles & Responsibility:

a) Responsible for recommending any policy level decision regarding the amendment of policy to the Chief Minister of Uttar Pradesh.

12 Other Provisions

12.1 Disbursement of subsidy/ incentives/ assistance

The subsidy/incentives/assistance will be disbursed to the investor within 30 days, from receiving final approval from the state government.

12.2 Expenses

All expenses towards the preparation and submission of the Application form for availing subsidy shall be borne by concerned tourism unit.

All expenses incurred towards services rendered by empaneled Valuers/Chartered Engineers and Chartered Accountant would be borne by the Directorate of Tourism.

12.3 Furnishing Information

All eligible tourism units shall be required to furnish the information as asked by the Nodal agency or State Government from time to time as a condition for disbursement, viz detailed particulars of operations, number of people employed (direct & indirect) by the unit, sales revenue, stoppages, if any closure of unit etc. with clear reasons for same, certified particulars of increase in fixed capital investment, if any change in constitution of the unit, audited statement of accounts and balance sheet of eligible unit within 6 months of close of each financial year for a period of 5 years from the date of first disbursement.

12.4 Changes in Project Parameters

Application for any modifications/ changes in nature of the project, or in cost of project that effect change in its category, or for changed in registration certificate, etc. will be made by the tourism unit and will be examined by Nodal agency whose decision will be final.

12.5 Power to amend and/or relax/ repeal

Notwithstanding anything contained in any of the provisions of this Operational Guidelines, the State Government may at any time-

a) May make any amendments to this Operational Guidelines on repeal, revoke, unless otherwise, but the commitments already made for any approved project before the date of repeal shall not be affected by any such amendments or appeal;

b) Make any relaxation in applying the provisions of this Operational Guidelines on condition, or otherwise, but such relaxation shall be made on the merits of the approved projects in each case, as the State Government, may consider necessary and appropriate;

c) Issue instructions and guidelines to facilitate implementation, to remove anomalies and to clarify the interpretations of the provisions of the Operational Guidelines 2022 as and when necessitated.

13 Miscellaneous

a) All benefits mentioned in this operational guideline except those related to exemptions/ waivers from duties/ fees by the concerned Departments shall be disbursed by the designated Nodal agency. Current operational policy/guidelines of the concerned department shall prevail at the time of disbursement.

b) Tourism units availing incentives from any other policy or those sanctioned by any other departments of the State Government, will also be entitled to avail incentives/benefits are not being availed from any other policy.

c) The eligible tourism unit should operate for tourism and hospitality related business only.

d) Finance Department shall allocate head of account for budget provisions under this operational guideline. Department of Tourism shall be the Controlling and Estimates Authority and will submit the budget estimates/revised estimates under the relevant Head of Account as also for supplementary demands. A provision of 5% from the budget of the subsidy shall be constituted as the contingency/ processing fees to meet the administrative expenditure.

e) In case of any clarification regarding these provisions, the same would be provided by Department of Tourism, Govt. of Uttar Pradesh.

f) In case of any amendments or modifications required with Operational Guidelines 2022, the State Level Committee shall be competent to make such amendments or modifications.

g) All disputes relating to the scheme shall be subject to the jurisdiction of Lucknow Court

14 Annexure I

Description of Tourism Sites described in the Mega Circuits

1. Ramayana Circuit	Description of Site	Name of Site
Ayodhya	Ayodhya Nagar Nigam	-
Bithoor (Kanpur)	Bithoor Nagar Palika	--
Bijethua Mahaviran (Sultanpur)	Religious Campus	Bijethua Mahaviran Temple
Chitrakoot	Chitrakoot Nagar Palika	-
Shringverpur	Religious Campus	Shringverpur Dham

2. Mahabharat Circuit	Description of Site	Name of Site
Hastinapur	Religious Campus	Pandeshwar Temple Hastinapur
Ahichchhatra	Religious Campus	Ahichchhatra Temple
Gonda	Gonda Nagar Palika	-
Keechakvadh Sthal, Raath (Hamirpur)	Religious Campus	Keechakvadh Sthal
Handia	Handia Nagar Panchayat	-
Prayagraj	Prayagraj Nagar Nigam	-
Lakshagraha Handia (Prayagraj)	Handia Nagar Panchayat	-
Mathura	Mathura Nagar Nigam	-
Kampilya (Farukkhabad)	Kampil Nagar Panchayat	-
Barnava (Baghpat)	Religious Campus	Barnava lakshagraha
Kaushambi	Kaushambi Nagar Nigam	-
Vidhur Kutir (Bijnor)	Religious Campus	Vidur Kutir Temple

3. Buddhist Circuit	Description of Site	Name of Site
Kapilvastu	Kapilvastu Nagar Panchayat	-
Shravasti	Shravasti Nagar Palika	-
AtranjiKhera (Etah)	Archaeological Campus	Atranjikhera Archeological Site
Sankisa	Sankisa Nagar Panchayat	-
Kaushambi	Kaushambi Nagar Nigam	-
Sarnath	Samath Nagar Nigam	-
Kushinagar	Kushinagar Nagar Palika	-
Devdeh (Maharajganj)	Religious Campus	Devdeh Temple

4. Sufi / Kabir Circuit	Description of Site	Name of Site
Jayas (Amethi)	Jayas Nagar Palika	-
Maghar (Sant Kabir Nagar)	Religious Campus	Sant Kabir Samadhi Sthali
Salim Chishti Dargah (Fatehpur Sikri)	Religious Campus	Salim Chishti Dargah
Dewa Sharif (Barabanki)	Religious Campus	Dewa Sharif dargah
Dargah Marehra Sharif (Etah)	Religious Campus	Dargah Syed Shah Barkatillah Marehrawi

Dargah Sufi Shah Sharif (Firozabad)	Religious Campus	Hazrat Shah Sharif Dargah
Dargah Shafi Shah Sharif (Firozabad)	Religious Campus	Sufi Dargah Firozabad
Lahartara Ashram Kabir Janam Sthali (Varanasi)	Religious Campus	Lahartara Ashram Kabir Janam Sthali
Khanqah-e-Niyazia (Bareilly)	Religious Campus	Khanqah-e-Niazia Dargah
Kichhauchha Sharif (Ambedkarnagar)	Religious Campus	kichhauchha Sharif Dargah
Dewa Sharif (Barabanki)	Religious Campus	Dewa Sharif (Shrine of Haji Waris Ali Shah)
Dargah Marehra Sharif (Etah)	Religious Campus	Marehra Sharif Dargah
Dargah Sufi Shah Sharif (Firozabad)	Religious Campus	Hazrat Shah Sharif Dargah

5. Jain Circuit	Description of Site	Name of Site
Deogarh	Deogarh Nagar Palika	-
Bateshwar	Religious Campus	Bateshwar Temple
Baghpat	Baghpat Nagar Palika	-
Vahelna (Muzaffarnagar)	Religious Campus	Vahelna Jain Temple
Hastinapur	Religious Campus	Hastinapur Jain Temple
Kampil (Farrukhabad)	Kampil Nagar Panchayat	-
Parshwanath (Varanasi)	Religious Campus	Parshvanath Digambar Jain Temple
Shreyansanatha (Varanasi)	Religious Campus	Shreyansnath Jain Temple
Suparshvanatha (Varanasi)	Religious Campus	Parshwanath Jain Temple
Chandraprabhu (Varanasi)	Religious Campus	Chandraprabhu Swami Kalyanak Jain Temple
Chandravar Jain Mandir (Firozabad)	Religious Campus	Digamber Jain Atishaya Kshetra Chandrawad Mandir
Bahubali Jain Mandir (Firozabad)	Religious Campus	Lord Bahubali Temple
Mangalayatan Jain Mandir (Hathras)	Religious Campus	Teerthdham Manglaytan
Ahikshetra Parshwanath Digambar Jain Mandir (Ramnagar)	Religious Campus	Ahikshetra Parshwanath Atishaya Tirth Chetra

6. Bundelkhand Circuit	Description of Site	Name of Site
Charkhari (Mahoba)	Charkhari Nagar Palika	-
Chitrakoot	Chitrakoot Nagar Palika	-
Kalinjar	Heritage Campus	Kalinjar Fort
Jhansi	Jhansi Nagar Nigam	-
Lalitpur	Lalitpur Nagar Palika	-
Deogarh	Religious Campus	Deogarh Jain Temple

Banda	Banda Nagar Palika	-
Hamirpur	Hamirpur Nagar Palika	-
Jalaun	Jalaun Nagar Palika	-

7. Wildlife & Eco Tourism circuit	Description of Site	Name of Site
Dudhwa National Park	National Park Boundary	-
Pilibhit Tiger Reserve	Tiger Reserve Boundary	-
Bakhira Sanctuary	Sanctuary Boundary	-
Chandra Prabha Wildlife Sanctuary	Sanctuary Boundary	-
Hastinapur Wildlife Sanctuary	Sanctuary Boundary	-
Kaimoor Sanctuary	Sanctuary Boundary	-
Katarniaghat Wildlife Sanctuary	Sanctuary Boundary	-
Kishanpur Wildlife Sanctuary	Sanctuary Boundary	-
Lakh Bahosi Sanctuary	Sanctuary Boundary	-
Mahavir Swami Sanctuary	Sanctuary Boundary	-
National Chambal Wildlife Sanctuary	Sanctuary Boundary	-
Nawabganj m. Bird Sanctuary	Sanctuary Boundary	-
Parvati Arga Bird Sanctuary	Sanctuary Boundary	-
Patna Bird Sanctuary	Sanctuary Boundary	-
Ranipur Sanctuary	Sanctuary Boundary	-
Saman Sanctuary	Sanctuary Boundary	-
Samaspur Sanctuary	Sanctuary Boundary	-
Sandi Bird Sanctuary	Sanctuary Boundary	-
Sohagi Barwa Sanctuary	Sanctuary Boundary	-
Suhelva Sanctuary	Sanctuary Boundary	-
Suraha Tal Sanctuary	Sanctuary Boundary	-
Vijai Sagar Sanctuary	Sanctuary Boundary	-
Shekha Jheel Aligarh	Sanctuary Boundary	-

Sur Sarovar Pakshi Vihaar, Agra	Sanctuary Boundary	-
Amangarh Tiger Reserve, (Bijnor)	Tiger Reserve Boundary	-
Blackbuck Conservation Reserve, Meja (Prayagraj)	Forest Reserve Boundary	-
Lion Safari Park, Etawah	Park Boundary	-

8. Craft Circuit	Description of Site	Name of Site
Tarkashi Craft (Mainpuri)	Locations of Tarkashi Craft Clusters in Mainpuri as per District administration	-
Brass Craft (Moradabad)	Locations of Brass Craft Cluster in Moradabad as per District administration	-
Brass Craft and Tala (Aligarh)	Locations of Brass & Tala Craft Clusters in Aligarh as per District administration	-
Wooden Craft (Saharanpur)	Locations of Wooden Craft Clusters in Saharanpur as per District administration as per District administration	-
Muda Craft (Hapur)	Locations of Muda Craft Clusters locations in Hapur as per District administration	-
Hathkargha Pilkhuwa (Hapur)	Locations of Hathkargha Craft Clusters in Pilkhuwa, Hapur as per District administration	-
Banarasi Saree (Varanasi)	Locations of Banarasi Saree as per District administration Clusters in Varanasi	-
Gulabi Meenakari (Varanasi)	Locations of Gulabi Meenakari Clusters in Varanasi as per District administration	-
Wooden Toys (Varanasi)	All locations of Wooden Toys Craft Clusters in Varanasi as per District administration	-
Marble Inlay and Zardozi (Agra)	Locations of Marble Inlay and Zardozi Craft Clusters in Agra as per District administration	-
Glass Craft (Firozabad)	Locations of Glass Craft clusters in Firozabad as per District administration	-
Glass beeds Craft, Purdil Nagar (Hathras)	Locations of Glass beeds Craft clusters in Purdil Nagar, Hathras as per District administration	-
Stone Carving (Varanasi)	Locations of Stone Carving clusters in Varanasi as per District administration	-
Zari work (Jaunpur)	Locations of Zari work clusters in Jaunpur as per District administration	-
Brass Utensils (Mirzapur)	Locations of Brass Utensils clusters in Mirzapur as per District administration	-
Pottery Udyog (Chunar)	Locations of Pottery Udyog clusters in Chunar as per District administration	-
Brass Craft, Jakhora (Lalitpur)	Locations of Brass Craft Clusters in Jakhora, Lalitpur as per District administration	-
Brass Craft, Amra (Jhansi)	Locations of Brass Craft clusters in Amra, Jhansi as per District administration	-
Silverfish Craft, Maudaha (Hamirpur)	Locations of Silverfish Craft clusters in Maudaha, Hamirpur as per District administration	-
Shazar Stone Craft (Banda)	Locations of Shazar Stone Craft clusters	--

	in Banda as per District administration	
Paper Craft, Kalpi (Jalaun)	Locations of Paper Craft clusters in Kalpi in Jalaun as per District administration	-
Glazed Pottery (Rampur)	Locations of Glazed Pottery clusters in Rampur as per District administration	-
Carpet Craft (Amroha)	Locations of Carpet Craft clusters in Amroha as per District administration	-
Khurja Pottery (Bulandshahr)	Locations of Khurja Pottery craft clusters in Bulandshahr as per District administration	-
Carpet Craft (Sambhal)	Locations of Carpet Craft clusters in Sambhal as per District administration	-
Terracotta (Gorakhpur)	Locations of Terracotta Craft Clusters in Gorakhpur as per District administration	-

9. Swatantrata Sangram Circuit	Description of Site	Name of Site
Meerut	Meerut Nagar Nigam	-
Shahjahanpur	Shahjahanpur Nagar Nigam	-
Kakori	Heritage Campus	Kakori Shaheed Smarak Sthal
Bawan Imli (Fatehpur)	Heritage Campus	Bawan Imli
Chauri-Chaura (Gorakhpur)	Heritage Campus	Chauri-Chaura
Mahua Dabur (Basti)	Basti Nagar Palika	-

10. Adhyatmik Circuit	Description of Site	Name of Site
Gorakhpur	Gorakhpur Nagar Nigam	-
Balrampur	Balrampur Nagar Palika	-
Ghazipur (Hathiyaram, Bhudkura)	Religious Campus	Ghazipur (Hathiyaram, Bhudkura)
Goriya (Mathura)	Religious Campus	Goriya (Mathura)
Sant Ravidas Sthal	Religious Campus	Sant Ravidas Sthal
Mauni Baba, Chochakpur (Ghazipur)	Religious Campus	Mauni Baba, Chochakpur
Pavhari Baba Ashram (Ghazipur)	Religious Campus	Pavhari Baba Ashram
Kinaraam Ashram (Chandauli)	Religious Campus	Kinaraam Ashram
Triveni Sangam (Prayagraj)	Religious Campus	Triveni Sangam Ghat
Bhardwaj Ashram (Prayagraj)	Religious Campus	Bhardwaj Ashram
Ghuisarnath Dhaam (Pratapgarh)	Religious Campus	Ghuisarnath Dhaam
Bhrigu Rishi Ashram (Fatehpur)	Religious Campus	Bhrigu Rishi Ashram
Vyaaspeeth Kalpi (Jalaun)	Religious Campus	Vyaaspeeth Kalpi
Gola Gokarn Nath (Lakhimpur Kheri)	Religious Campus	Gola Gokarn Nath
Maa Parmeshwari Devi (Azamgarh)	Religious Campus	Maa Parmeshwari Devi

Bhrigu Ashram Baleshwar (Ballia)	Religious Campus	Bhrigu Ashram Baleshwar
Dugdheshwar Shiv Sthal (Deoria)	Religious Campus	Dugdheshwar Shiv Sthal
Makhauda Dhaam (Basti)	Religious Campus	Makhauda Dhaam
Shiv Mandir Shrankhla, Bateshwar (Agra)	Religious Campus	Shiv Temple (Shrankhla, Bateshwar (Agra)
Soron Ashram (Kasganj)	Religious Campus	Soron Ashram
Sheetla Mata Mandir (Mainpuri)	Religious Campus	Sheetla Mata Temple
Hanumat Dham (Shahjahanpur)	Religious Campus	Hanumat Dham
Hanuman Mandir (Shamli)	Religious Campus	Hanuman Temple

11. Shakti Peeth Circuit	Description of Site	Name of Site
Vindhyavasini Devi (Vindhyachal)	Religious Campus	Vindhyavasini Devi Temple
Jwala Devi (Sonbhadra)	Religious Campus	Jwala Devi Temple
Sita Samahit Sthal (Bhadohi)	Religious Campus	Sita Samahit Sthal
Lalita Devi (Prayagraj)	Religious Campus	Lalita Devi Temple
Alopi Devi (Prayagraj)	Religious Campus	Alopi Devi Temple
Kadavasini (Kaushambi) (Repeat)	Religious Campus	Kadavasin Temple
Shivani Devi (Chitrakoot) (Repeat)	Religious Campus	Shivani Devi Temple
Gayatri Shakyipeeth (Sumerpur)	Religious Campus	Gayatri Shakyipeeth Temple
Pateshwari Devi Devipatan (Balrampur)	Religious Campus	Pateshwari Devi Temple
Lalita Devi (Naimisharanya)	Religious Campus	Lalita Devi Temple
Sheetala Chaukia Dham (Jaunpur)	Religious Campus	Sheetala Chaukia Dham
Vishalakshi Devi (Varanasi)	Religious Campus	Vishalakshi Devi Temple
Katyayini Devi (Mathura) (Repeat)	Religious Campus	Katyayini Devi Temple
Belha Devi (Hamirpur)	Religious Campus	Belha Devi Temple
Shakumbhari Devi (Saharanpur)	Religious Campus	Shakumbhari Devi Temple
Bairagarh Mata, Konch (Jalaun)	Religious Campus	Bairagarh Mata Temple
Chandika Devi, Buxar (Unnao)	Religious Campus	Chandika Devi Temple
Kushmanda Devi, Ghatampur (Kanpur Dehat)	Religious Campus	Kushmanda Devi Temple
Devkali Mandir (Auraiya)	Religious Campus	Devkali Temple
Maa Tarkulha Devi Dham (Gorakhpur)	Religious Campus	Maa Tarkulha Devi Dham
Maa Sheetla	Religious Campus	Maa Sheetla Temple

12. Krishna/Braj Circuit	Description of Site	Name of Site
Baldev Mandir (Mathura)	Religious Campus	Baldev Temple

Mahaban (Mathura)	Mahaban Nagar Panchayat	-
Vrindavan	Vrindavan Nagar Palika	-
Nandgaon	Nandgaon Nagar Parishad	-
Barsana	Barsana Nagar Panchayat	-
Govardhan	Govardhan Nagar Panchayat	-
Gokul	Gokul Nagar Panchayat	-

Director General, Tourism,
Government of Uttar Pradesh